500+ PROMPTS

THE AI PROMPT BIBLE

500+ Prompts to Unlock the Full Power of Artificial Intelligence

ADRIAN VAEL

THE AI PROMPT BIBLE

500+ Ready-to-Use Prompts for Every Situation

ADRIAN VAEL

The Companion Reference to the AI Toolkit Series

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Introduction

In 2023, a survey asked knowledge workers how they used AI in their work. The top answer — by a wide margin — was ‘to help me write things faster.’ The second most common answer was ‘to answer quick questions.’ Almost no one mentioned using AI to think harder, decide better, or build systems that didn’t require them.

That gap is what this book is about.

Most people are using a supercomputer as a slightly faster search engine. They ask it to summarize an article they didn’t want to read. They ask it to clean up an email they’ve already written. They ask it to generate five bullet points about a topic they half-understand. And they get mediocre output in return — not because the technology is mediocre, but because the request was.

The hard truth about AI tools is that they are extraordinarily capable and extraordinarily literal. They will give you exactly what you ask for, interpreted in the most straightforward way possible, at the quality level your prompt implies. Ask a vague question, get a vague answer. Ask a precisely structured request with context, role, format, and constraints specified — and get output that rivals what a highly paid specialist would produce.

This book contains 501 prompts across twelve domains. Each one has been designed with that principle in mind: structure produces quality. But more important than the prompts themselves is what they model — the thinking behind them. Because once you internalize why these prompts work, you can write prompts for situations this book never anticipated.

Here’s how to get maximum value from these pages.

First: use the book as a reference, not a read. It is not designed to be read cover to cover (though you can). It is designed to be consulted when you

face a specific task. Start with the table of contents, find the domain closest to your need, and find the prompt closest to your situation. Then adapt it.

Second: every prompt in this book is a starting point. The variables in brackets — [TOPIC], [AUDIENCE], [CONTEXT] — are placeholders for your specifics. The more specific you are, the better the output. ‘Write a LinkedIn post about AI’ produces generic content. ‘Write a LinkedIn post about the moment I realized my team was using AI wrong, for an audience of mid-level marketing managers, in a direct but self-deprecating voice’ produces something worth reading.

Third: pair prompts from different chapters. A prompt from Chapter 11 (Advanced Prompt Engineering) combined with a prompt from Chapter 3 (Business & Strategy) produces a better strategic analysis than either alone. The prompts are not siloed — they are designed to be combined.

Fourth: use the Pro Tips. Every prompt includes a tip drawn from experience with what makes this specific type of prompt succeed or fail. The tip is often more valuable than the prompt itself.

Fifth: when output disappoints, don’t regenerate — refine. The most common mistake is accepting the first output or throwing it away. The right move is to push back specifically: ‘This is too generic — give me three more specific examples.’ ‘The tone is too formal — rewrite this in plain speech.’ ‘You answered a different question than I asked — here’s what I actually need.’ Iteration is where quality lives.

A note on which AI to use. The prompts in this book work with ChatGPT, Claude, Gemini, and any capable model that has come out since you bought this book. They are designed to be model-agnostic, built on principles — context, role, format, constraints, reasoning — that every modern language model responds to. There is no proprietary syntax. There are no platform-specific tricks. Read the prompt to a competent AI and you will get competent output.

But the major models do have different strengths, and a serious user should know them. ChatGPT is fluent and broadly capable, with strong general knowledge and the most mature ecosystem of plugins and integrations. It tends to be verbose by default, so explicit length constraints matter more here than elsewhere. Claude is the strongest at following nuanced multi-step instructions and at long-context reasoning — it will hold a complex

prompt’s structure across a long response without drifting. Gemini has the widest context window and the deepest integration with the Google ecosystem, which matters if your work lives in Docs, Sheets, or Gmail. None of the three is universally best. Each is better at specific things.

The practical implication: when a prompt produces output you don’t love on one model, try the same prompt on another before assuming the prompt is the problem. Sometimes it is the prompt. Often it is the model. Knowing which is which is part of the skill these pages are trying to develop.

A second practical note: some prompts in this book reference current information, recent events, or live data. These work best on models with web access enabled — ChatGPT with browsing, Gemini natively, Claude with web search turned on. Without web access, the model will answer from its training data, which may be months out of date. If a prompt asks for current information and the result feels stale, check whether your model is actually searching the web before assuming the prompt failed.

A word on what this book is not. It is not a guarantee. The quality of AI output depends on the model you are using, the context you provide, and the judgment you apply to what comes back. These prompts have been designed to produce excellent output consistently — but no prompt works perfectly every time with every tool. Treat them as frameworks you will refine, not formulas that work automatically.

It is also not a replacement for your judgment. The best use of AI is not to think for you — it is to help you think better. Use these prompts to structure your thinking, surface what you are missing, and produce first drafts you refine with your own knowledge. The final product should always be yours.

AI is the most significant productivity tool most of us will use in our careers. The question is not whether to use it — it is whether to use it at 10% of its capability or 100%. This book is about 100%.

Let’s begin.

Chapter 1: How to Use This Book

This is not a book you read cover to cover. This is a reference tool. Think of it as a cookbook for AI: you find your category, pick the prompt that matches your need, fill in the brackets, paste it into your AI tool, and get results.

Every prompt in this book follows the same proven anatomy. Understanding this structure will help you customize any prompt and even create your own.

The Prompt Anatomy: Role + Context + Task + Format + Constraints

Every high-performing prompt contains five elements. When one is missing, the AI guesses—and guesses are where quality drops.

Role: Tell the AI who it is. “You are a senior financial analyst” gives dramatically different results than no role assignment. The more specific the role, the more expertise the AI brings to the output.

Context: Give the AI the background it needs. Industry, audience, existing situation, constraints. The AI can’t read your mind—context fills the gap.

Task: Tell it exactly what to produce. Not “help me with marketing” but “Write a 3-email welcome sequence for new SaaS subscribers.” Specificity is the single biggest predictor of output quality.

Format: Specify the structure you want. Bullet points, numbered steps, a table, a specific word count. Without format instructions, AI defaults to generic paragraphs.

Constraints: Tell it what NOT to do. “Do not use jargon.” “Keep it under 200 words.” “Do not include generic advice.” Constraints are the secret weapon that separates mediocre prompts from excellent ones.

How to Customize: The Bracket System

Every prompt in this book contains [BRACKETS]. These are your customization points. Simply replace the bracketed text with your specific details, and the prompt is ready to use.

Example: If a prompt says [YOUR INDUSTRY], replace it with “healthcare” or “e-commerce” or “real estate.” If it says [TARGET AUDIENCE], replace it with “first-time homebuyers aged 28–35” or “C-suite executives at Fortune 500 companies.”

The more specific your bracket replacements, the better your results. “[AUDIENCE]” replaced with “people” gives generic output. Replaced with “mid-career marketing managers at B2B SaaS companies who are frustrated with attribution” gives laser-targeted output.

Which AI Tool to Use

ChatGPT (GPT-4o): Best for general content creation, brainstorming, quick iterations, and ad copy variations. Fastest at generating multiple options. Use for: blog posts, social media, email copy, creative brainstorming.

Claude (Opus/Sonnet): Best for long-form documents, nuanced analysis, strategic thinking, and complex instructions. Strongest at maintaining consistency across lengthy outputs. Use for: reports, books, code, strategy documents, sensitive communications.

Perplexity: Best for research-backed answers with citations. Searches the internet in real time. Use for: market research, fact-checking, competitive intelligence, current data.

Midjourney / DALL-E: Best for image generation. Midjourney excels at artistic and stylized images; DALL-E is better for photo-realistic and specific compositions. Each prompt in this book includes a tool recommendation.

The 5 Rules for Better Results

Rule 1: Be Specific. “Write a blog post” produces mediocre output. “Write a 1,500-word SEO blog post targeting the keyword ‘best CRM for startups’

for an audience of first-time founders" produces excellent output. Specificity is the single highest-leverage improvement you can make.

Rule 2: Give Examples. Show the AI what you want. "Write in a tone similar to this: [paste example]" works better than any tone description. Examples anchor the AI's understanding.

Rule 3: Tell It What NOT to Do. "Do not use clichés. Do not start sentences with 'In today's world.' Do not include generic advice." Negative constraints eliminate the most common quality problems.

Rule 4: Specify Format. "Present as a table with columns for Feature, Benefit, and Example." "Use H2 subheadings every 300 words." "Keep each bullet point to one sentence." Format control saves editing time.

Rule 5: Iterate. Your first output is a first draft. Refine it. "Make the introduction more compelling." "Expand point 3 with a specific example." "Rewrite this in a more conversational tone." The best results come from two or three rounds of refinement.

How Prompts Are Organized in This Book

Every prompt in this book follows a consistent format designed for speed and clarity:

TITLE: The prompt's name and what it does.

WHEN TO USE: One sentence describing the exact situation where this prompt shines.

THE PROMPT: The full prompt text, typically 100–200 words, with [BRACKETS] marking every customization point. Copy it, fill in the brackets, and paste it into your AI tool.

PRO TIP: One sentence of expert advice that makes the prompt even more effective.

RECOMMENDED TOOL: Which AI tool works best for this specific prompt.

This book contains 501+ prompts across 10 categories, making it the most comprehensive prompt collection ever published. Whether you're writing emails, building strategy, conducting research, creating content, coding, or managing your career—there's a prompt ready for you. Let's begin.

Chapter 2: Writing & Content Creation

Writing is where most people first discover what AI can do. It's also where most people plateau — they learn to generate a blog post or clean up an email, and they stop. The same tool, prompted differently, produces work that rivals what a professional writer would charge thousands to deliver. The difference is almost never the model. It's the prompt. The prompts in this chapter cover blogs, emails, social media, long-form essays, scripts, and editorial work — everything you write. Use them to bridge the gap between AI-generated text that's technically fine and writing that actually sounds like you.

Blog Posts & Articles

PROMPT #1: SEO Blog Post Generator

WHEN TO USE: *Use when you need a search-optimized blog post that ranks and converts.

THE PROMPT:

You are an expert SEO content writer with 10+ years of experience ranking articles on page one of Google. Write a comprehensive blog post on the topic: "[TOPIC]."

Target keyword: [PRIMARY KEYWORD]

Secondary keywords: [KEYWORD 2], [KEYWORD 3], [KEYWORD 4]

Target audience: [AUDIENCE DESCRIPTION]

Word count: [1,500–2,500]

Structure requirements:

- Compelling headline using the primary keyword

- Hook opening that addresses the reader’s pain point
- H2 and H3 subheadings incorporating secondary keywords naturally
- At least one numbered list or bullet list for featured snippet potential
- Internal linking placeholders marked as [INTERNAL LINK: topic]
- A meta description (under 155 characters)
- A conclusion with a clear call to action: [DESIRED CTA]

Tone: [PROFESSIONAL / CONVERSATIONAL / AUTHORITATIVE]

Do NOT use filler phrases like “in today’s world” or “it’s important to note.” Every sentence must deliver value.

PRO TIP: Add ‘Include a FAQ section with 3–5 questions’ to capture People Also Ask boxes in Google.

RECOMMENDED TOOL: Claude — handles long-form structure and nuance better than any model.

PROMPT #2: Listicle Article Builder

WHEN TO USE: *Use when you need a high-engagement list-format article for blogs or publications.

THE PROMPT:

You are a senior content strategist writing for a popular [INDUSTRY] publication. Create a listicle article titled “[NUMBER] [ADJECTIVE] [THINGS] for [AUDIENCE] in [YEAR].”

Requirements:

- Brief introduction (2–3 sentences) establishing why this list matters now
- [NUMBER] items, each with: a bolded subheading, 2–3 sentences of explanation, and one actionable takeaway
- Items ordered from most impactful to least (or chronologically if time-based)
- Include at least 2 contrarian or surprising entries the reader wouldn’t expect
- End with a “Bonus” entry that adds unexpected value
- Closing paragraph with a CTA: [DESIRED ACTION]

Tone: [WITTY AND FAST-PACED / AUTHORITATIVE AND DETAILED / CASUAL AND FRIENDLY]

Do NOT pad entries with generic advice. Each item must contain a specific, actionable insight.

PRO TIP: Odd numbers in headlines (7, 11, 23) consistently outperform even numbers in click-through rates.

RECOMMENDED TOOL: ChatGPT — fast generation with good list formatting.

PROMPT #3: How-To Guide Creator

WHEN TO USE: *Use when you need a step-by-step instructional article that walks readers through a process.

THE PROMPT:

You are a [INDUSTRY] expert writing a comprehensive how-to guide for [AUDIENCE — skill level]. Write a detailed guide titled “How to [SPECIFIC OUTCOME] in [TIMEFRAME].”

Structure:

- Introduction: What the reader will achieve and why it matters (3–4 sentences)

- Prerequisites: What the reader needs before starting (tools, knowledge, accounts)

- Step-by-step instructions: [NUMBER] steps, each with a clear action verb heading, 3–5 sentences of instruction, and a “Common mistake” callout

- Troubleshooting section: 3 common problems and their fixes

- Expected results: What success looks like after completing all steps

- Next steps: Where to go from here for advanced users

Write for someone doing this for the first time. Assume no prior knowledge beyond the prerequisites listed. Use second person (“you”) throughout.

PRO TIP: Add ‘Include estimated time for each step’ to help readers plan their workflow.

RECOMMENDED TOOL: Claude — excels at detailed, structured instructional content.

PROMPT #4: Opinion / Thought Leadership Piece

WHEN TO USE: *Use when you need to publish a strong perspective that positions you as an industry authority.

THE PROMPT:

You are a respected thought leader in [INDUSTRY] with [X] years of experience. Write a compelling opinion piece arguing that "[YOUR CORE ARGUMENT]."

Structure:

- Opening hook: A bold statement, surprising statistic, or personal anecdote that grabs attention

- Context: Brief background on the current state of [TOPIC] (3–4 sentences)

- Your argument: 3 supporting points, each backed by evidence, experience, or logic

- Counterargument acknowledgment: Address the strongest objection to your view and explain why your position still holds

- Call to action: What you want the industry/reader to do differently

- Closing: A memorable final line that reinforces your thesis

Word count: [800–1,200]

Tone: Confident but not arrogant. Data-informed but accessible. Written as if addressing peers at a conference.

Do NOT hedge with phrases like "I think" or "In my opinion" — own your perspective directly.

PRO TIP: Link this to a current event or trending topic to increase shareability and relevance.

RECOMMENDED TOOL: Claude — handles nuanced argumentation and voice consistency exceptionally well.

PROMPT #5: Expert Roundup Article

WHEN TO USE: *Use when you want to compile insights from multiple experts into a single high-value article.

THE PROMPT:

You are a content editor compiling an expert roundup article. Create the framework for an article titled “[NUMBER] [INDUSTRY] Experts Share Their Best [TOPIC] Advice for [YEAR].”

Generate:

1. An introduction explaining why this topic matters right now (3–4 sentences)

2. [NUMBER] fictional but realistic expert entries, each containing:

- Expert name and title (realistic for the industry)

- Their company/organization

- A 100–150 word response to the question: “[YOUR ROUNDUP QUESTION]”

- Each response should have a distinct voice and perspective

3. Key themes section: Summarize the 3 common threads across all responses

4. Actionable takeaways: 5 bullet points the reader can implement immediately

5. Closing with CTA: [DESIRED ACTION]

Note: Replace fictional experts with real quotes before publishing. This framework gives you the structure and example responses to guide your outreach.

PRO TIP: Use this as a template, then email real experts with the specific question — most will respond if it’s focused and easy.

RECOMMENDED TOOL: ChatGPT — fast at generating varied voices and perspectives.

PROMPT #6: Product/Service Comparison Article

WHEN TO USE: *Use when you need to compare two or more products, tools, or services in an objective format.

THE PROMPT:

You are a technology/product reviewer writing for [TARGET AUDIENCE]. Create a detailed comparison article: “[PRODUCT A] vs [PRODUCT B]: Which Is Better for [USE CASE] in [YEAR]?”

Structure:

- Introduction: Why this comparison matters and who each product is best for (quick verdict in 2 sentences)

- Overview of each product (3–4 sentences each)

- Head-to-head comparison across these categories: [CATEGORY 1], [CATEGORY 2], [CATEGORY 3], [CATEGORY 4], [CATEGORY 5]

- For each category: explain what matters, rate each product, declare a winner for that category

- Pricing comparison with value analysis

- Final verdict: Clear recommendation based on reader type (budget-conscious, power user, beginner, enterprise)

- “Choose [PRODUCT A] if...” / “Choose [PRODUCT B] if...” summary

Tone: Objective and evidence-based. Acknowledge strengths and weaknesses of both. Do NOT favor either product without justification.

PRO TIP: Add a comparison table at the top for readers who want the quick answer without reading the full article.

RECOMMENDED TOOL: Perplexity — can pull current pricing and features from live sources.

PROMPT #7: Case Study Writer

WHEN TO USE: *Use when you need to turn a client success story into a compelling, structured case study.

THE PROMPT:

You are a B2B content strategist writing a case study for [COMPANY NAME]. Create a detailed case study that showcases how [CLIENT/CUSTOMER] achieved [SPECIFIC RESULT] using [YOUR PRODUCT/SERVICE].

Structure:

- Headline: Result-focused (e.g., “How [Client] Increased [Metric] by [X]% in [Timeframe]”)

- Executive summary: The result in 2–3 sentences (for skimmers)

- The challenge: What problem the client faced before, including specific pain points and failed alternatives

- The solution: How your product/service was implemented, with specific details on features used

- The results: Quantified outcomes with before/after metrics: [METRIC 1], [METRIC 2], [METRIC 3]

- Client quote placeholder: [INSERT DIRECT QUOTE FROM CLIENT]

- Key takeaways: 3 lessons other businesses can apply

- CTA: [DESIRED NEXT STEP]

Use specific numbers wherever possible. Replace vague claims with data. Write in third person.

PRO TIP: Always lead with the result in the headline — it's the only reason prospects will click.

RECOMMENDED TOOL: Claude — handles structured narratives with data integration seamlessly.

PROMPT #8: Pillar Page / Ultimate Guide Outline

WHEN TO USE: *Use when you need to plan a comprehensive, long-form pillar page that anchors your content strategy.

THE PROMPT:

You are an SEO content architect designing a pillar page strategy. Create a comprehensive outline for "The Ultimate Guide to [TOPIC]" targeting [PRIMARY AUDIENCE].

Target keyword: [PRIMARY KEYWORD]

Content cluster topics: [SUBTOPIC 1], [SUBTOPIC 2], [SUBTOPIC 3], [SUBTOPIC 4], [SUBTOPIC 5]

Generate:

- A compelling H1 title incorporating the primary keyword

- Meta description (under 155 characters)

- Table of contents with all sections

- For each section: H2 heading, 3–5 H3 subheadings, key points to cover (2–3 bullet points each), and a [LINK TO CLUSTER CONTENT: subtopic] placeholder

- Internal linking strategy: which cluster articles link to this page and vice versa

- Featured snippet targets: 3 questions this page should answer in a format Google can extract

- Word count target per section

- Total estimated word count: [3,000–5,000]

This is a structural outline, not full prose. Focus on completeness and logical flow.

PRO TIP: Build the pillar page first, then create cluster content that links back — this signals topical authority to Google.

RECOMMENDED TOOL: Claude — best at architecting large, interconnected content structures.

PROMPT #9: FAQ Article Generator

WHEN TO USE: *Use when you need a comprehensive FAQ page or section targeting common customer questions.

THE PROMPT:

You are a customer experience specialist and SEO strategist for [COMPANY/INDUSTRY]. Generate a comprehensive FAQ article about [TOPIC/PRODUCT/SERVICE].

Requirements:

- Generate [15–25] frequently asked questions organized into [3–5] logical categories

- Each answer: 3–5 sentences, clear and direct, written at an 8th-grade reading level

- Include the question keyword naturally in the first sentence of each answer

- Format each Q&A with proper H3 headings for SEO

- Include schema markup instructions (FAQ schema) at the end

- Add 3 “Related questions” at the bottom linking to other resources: [RESOURCE 1], [RESOURCE 2], [RESOURCE 3]

Audience: [CUSTOMER TYPE — new users, existing customers, prospects]

Tone: Helpful, clear, and confident. Never say “It depends” without immediately explaining what it depends on.

Do NOT write generic answers. Every response must be specific to [PRODUCT/SERVICE/TOPIC].

PRO TIP: Check Google’s ‘People Also Ask’ for your topic — those exact questions should appear in your FAQ.

RECOMMENDED TOOL: Perplexity — can research common questions from real search data.

PROMPT #10: News Commentary / Rapid Response Article

WHEN TO USE: *Use when you need to quickly publish commentary on breaking news or industry developments.

THE PROMPT:

You are a [INDUSTRY] analyst writing rapid commentary on a breaking development. Write a news commentary article about: “[NEWS EVENT/ANNOUNCEMENT].”

Structure:

- Headline: Your angle, not just the news (e.g., “Why [Event] Changes Everything for [Audience]”)

- The news: Summarize what happened in 2–3 sentences (factual, no opinion yet)

- Why it matters: Explain the significance for [YOUR AUDIENCE] in 3–4 sentences

- Your analysis: 3 key implications or predictions based on this news

- What to do now: 2–3 actionable steps your audience should take in response

- The bigger picture: How this fits into the broader [INDUSTRY] trend

- Watch for: What happens next and when to expect it

Word count: [600–800]

Tone: Authoritative and timely. Write as if you were the first expert your audience calls when news breaks.

Do NOT speculate without labeling it as speculation. Separate facts from analysis clearly.

PRO TIP: Publish within 4 hours of the news breaking — speed matters more than polish for commentary pieces.

RECOMMENDED TOOL: ChatGPT — fastest generation for time-sensitive content.

Email

PROMPT #11: Cold Outreach Email

WHEN TO USE: *Use when contacting a prospect or connection for the first time with no prior relationship.

THE PROMPT:

You are an expert cold email copywriter with a 40%+ open rate track record. Write a cold outreach email from [YOUR NAME/ROLE] at [YOUR COMPANY] to [RECIPIENT'S ROLE] at [THEIR COMPANY].

Goal: [SPECIFIC DESIRED OUTCOME — meeting, demo, partnership, etc.]

Value proposition: [WHAT YOU OFFER THAT BENEFITS THEM]

Personalization hook: [SOMETHING SPECIFIC ABOUT THEM — recent post, company news, mutual connection]

Requirements:

- Subject line: Under 6 words, curiosity-driven, no spam triggers

- Opening line: Reference the personalization hook (NOT "I hope this finds you well")

- Body: 3–4 sentences maximum. Lead with their problem, not your product

- Social proof: One specific result (e.g., "We helped [SIMILAR COMPANY] achieve [RESULT]")

- CTA: One low-commitment ask (question, not demand)

- Total length: Under 100 words (excluding subject line)

- P.S. line: Optional but effective — add a second hook or time-sensitive element

Do NOT use buzzwords like "synergy," "leverage," or "circle back." Write like a human, not a sales robot.

PRO TIP: Send between Tuesday and Thursday, 8–10 AM recipient's time zone, for highest open rates.

RECOMMENDED TOOL: ChatGPT — fast iteration on multiple subject line and body variations.

PROMPT #12: Follow-Up Email Sequence

WHEN TO USE: *Use when your initial email got no response and you need a multi-touch follow-up strategy.

THE PROMPT:

You are a sales communication expert. Write a 3-email follow-up sequence for a cold outreach that received no response.

Context:

- Original email was about: [TOPIC/OFFER]

- Sent to: [RECIPIENT'S ROLE] at [COMPANY]

- Original CTA was: [WHAT YOU ASKED FOR]

Follow-up 1 (send 3 days after original):

- Subject: Reply to original thread (no new subject line)

- Body: 2–3 sentences. Add new value — a relevant article, insight, or data point. Re-state CTA differently.

Follow-up 2 (send 7 days after follow-up 1):

- Subject: New angle or question

- Body: 3–4 sentences. Change the approach entirely — ask a question, share a case study, or reference a competitor's move.

Follow-up 3 (send 14 days after follow-up 2):

- Subject: Breakup email tone

- Body: 2–3 sentences. Acknowledge they're busy. Give them an easy out ("If the timing isn't right, no worries"). Leave the door open.

Each email must be under 75 words. Never guilt-trip or use passive aggression. Each must stand alone — assume they only read this one.

PRO TIP: The breakup email (Follow-up 3) often gets the highest response rate — people hate closing loops.

RECOMMENDED TOOL: Claude — better at maintaining a consistent voice across a sequence.

PROMPT #13: Newsletter Issue Writer

WHEN TO USE: *Use when you need to draft a regular email newsletter that informs, entertains, and retains subscribers.

THE PROMPT:

You are a newsletter editor for [BRAND/CREATOR NAME] writing to an audience of [SUBSCRIBER DESCRIPTION]. Draft this week's newsletter issue.

Newsletter name: [NAME]

Theme/topic: [THIS WEEK'S FOCUS]

Key content to include: [ARTICLE, ANNOUNCEMENT, TIP, OR STORY]

Structure:

- Subject line: 3 options (curiosity, benefit, urgency)

- Preview text: Complements the subject line (under 90 characters)

- Opening hook: Personal anecdote, surprising stat, or bold claim (2–3 sentences)

- Main content: [TOPIC] explained in 3–5 short paragraphs with clear subheadings

- Actionable takeaway: One thing the reader can do today

- Curated picks: 3 links worth sharing — [LINK 1 TOPIC], [LINK 2 TOPIC], [LINK 3 TOPIC] (write 1-sentence descriptions for each)

- Closing: Personal sign-off with a question to encourage replies

- CTA: [WHAT YOU WANT READERS TO DO — reply, share, buy, click]

Tone: [CONVERSATIONAL / PROFESSIONAL / WITTY]

Write as if emailing a smart friend, not broadcasting to a list.

PRO TIP: End every newsletter with a question — replies boost deliverability and engagement metrics.

RECOMMENDED TOOL: Claude — excels at maintaining a personal voice across structured content.

PROMPT #14: Sales Email with Urgency

WHEN TO USE: *Use when you need to drive action on a time-sensitive offer, launch, or promotion.

THE PROMPT:

You are a direct response copywriter. Write a sales email promoting [PRODUCT/SERVICE/OFFER] to [TARGET AUDIENCE].

Offer details:

- What: [PRODUCT/SERVICE]

- Price/discount: [PRICING DETAILS]

- Deadline: [EXPIRATION DATE/TIME]

- Bonus: [ANY ADDITIONAL INCENTIVE]

Structure:

- Subject line: 3 options mixing urgency and benefit

- Opening: Address the reader's pain point or desire in one sentence

- The offer: What they get, stated clearly (features translated into benefits)

- Social proof: [TESTIMONIAL, NUMBER OF CUSTOMERS, OR RESULT]

- Urgency element: Why they need to act now (deadline, limited spots, price increase)

- CTA button text: 3 options, action-oriented

- P.S.: Restate the deadline and the single biggest benefit

Total length: Under 200 words. Every sentence must earn its place.

Do NOT use fake urgency. If the deadline is real, state it plainly. If scarcity is real, explain why.

PRO TIP: Test your subject lines — the difference between a good and great subject line can double your revenue.

RECOMMENDED TOOL: ChatGPT — excellent at generating multiple copy variations quickly.

PROMPT #15: Professional Apology Email

WHEN TO USE: *Use when you need to apologize for a mistake, delay, or service failure while maintaining trust.

THE PROMPT:

You are a communication specialist handling a sensitive situation. Write a professional apology email from [YOUR NAME/ROLE] to [RECIPIENT/AUDIENCE] regarding [THE ISSUE].

Context:

- What happened: [DESCRIBE THE MISTAKE OR PROBLEM]
- Impact on recipient: [HOW IT AFFECTED THEM]
- Root cause: [WHY IT HAPPENED — be honest]

Structure:

- Subject line: Direct acknowledgment (not vague — e.g., “Regarding your [delayed shipment / incorrect invoice / missed deadline]”)
- Opening: Acknowledge the mistake immediately. No throat-clearing, no excuses first.
- Impact: Show you understand how this affected them specifically
- Explanation: Brief, honest reason (not excuse) — 1–2 sentences maximum
- Resolution: Specific steps you’ve already taken or will take, with timeline
- Prevention: What you’re changing so this doesn’t happen again
- Goodwill gesture: [COMPENSATION/GESTURE IF APPLICABLE]
- Closing: Express commitment to the relationship

Tone: Genuine, accountable, and action-oriented. No over-apologizing or self-flagellation. Own it, fix it, move forward.

PRO TIP: Send the apology before they have to ask for one — proactive accountability builds more trust than any excuse.

RECOMMENDED TOOL: Claude — handles sensitive tone and nuance with precision.

PROMPT #16: Professional Introduction Email

WHEN TO USE: *Use when introducing yourself to a new colleague, client, partner, or professional contact.

THE PROMPT:

You are a business communication expert. Write a professional introduction email from [YOUR NAME] to [RECIPIENT NAME/ROLE].

Context: [HOW YOU'RE CONNECTED — mutual contact, new role, event, referral]

Your role: [YOUR TITLE AND COMPANY]

Purpose: [WHY YOU'RE REACHING OUT]

Mutual connection (if any): [NAME AND RELATIONSHIP]

Requirements:

- Subject line: Clear and personal (include mutual connection's name if applicable)

- Opening: How you're connected or why you're reaching out (1 sentence)

- Who you are: Brief credential that's relevant to them (1–2 sentences, not your full resume)

- Why them: What specifically interests you about their work or role

- The ask: One clear, low-effort next step

- Total length: Under 120 words

Tone: Warm, professional, and genuine. You're a peer reaching out, not a supplicant asking for a favor.

Do NOT list all your accomplishments. Mention only what's relevant to this specific person.

PRO TIP: If you have a mutual connection, ask them to send a warm intro email instead — it triples your response rate.

RECOMMENDED TOOL: ChatGPT — quick generation for straightforward professional emails.

PROMPT #17: Thank-You / Appreciation Email

WHEN TO USE: *Use when you want to express genuine gratitude after a meeting, favor, opportunity, or collaboration.

THE PROMPT:

You are a professional relationship builder. Write a thank-you email from [YOUR NAME] to [RECIPIENT NAME/ROLE] for [WHAT THEY DID].

Context:

- What you're thanking them for: [SPECIFIC ACTION OR OPPORTUNITY]

- When it happened: [DATE/TIMEFRAME]

- Impact: [HOW IT HELPED YOU OR YOUR WORK]

Structure:

- Subject line: Specific and personal (not generic "Thank you")

- Opening: Express gratitude immediately with specificity

- Impact statement: How their action specifically helped you (1–2 sentences)

- Forward-looking: How you plan to use what they gave/taught/shared

- Reciprocity: Offer something of value back (insight, introduction, resource)

- Closing: Warm, genuine, door-open

Total length: Under 100 words. Brevity signals sincerity.

Do NOT use generic phrases like "I can't thank you enough." Be specific about what you're grateful for and why.

PRO TIP: Send within 24 hours while the interaction is fresh — delayed gratitude loses its impact.

RECOMMENDED TOOL: ChatGPT — handles short, genuine messages efficiently.

PROMPT #18: Proposal Cover Email

WHEN TO USE: *Use when sending a business proposal and need a compelling cover email that gets it read.

THE PROMPT:

You are a business development expert. Write the cover email that accompanies a formal proposal being sent to [RECIPIENT NAME/ROLE] at [COMPANY].

Proposal topic: [WHAT THE PROPOSAL IS FOR]

Key benefit: [THE #1 RESULT THEY'LL GET]

Proposal highlights: [3 KEY POINTS FROM THE PROPOSAL]

Investment/pricing: [RANGE OR SPECIFIC AMOUNT]

Timeline: [PROPOSED START DATE AND DURATION]

Structure:

- Subject line: Benefit-focused, references your conversation if applicable

- Opening: Reference your prior conversation or their stated need (1 sentence)

- Summary: What the proposal covers and the expected outcome (2–3 sentences)

- Why now: Urgency or strategic timing reason (1 sentence)

- Attachment note: What's attached and how long it takes to review

- CTA: Specific next step with proposed time (e.g., "Can we discuss Thursday at 2 PM?")

Total length: Under 150 words. The email sells the meeting; the proposal sells the deal.

Do NOT repeat the full proposal in the email. Tease the key outcomes only.

PRO TIP: Include a one-sentence 'executive summary' in bold — busy decision-makers may only read that line.

RECOMMENDED TOOL: Claude — best at balancing professionalism with persuasion.

PROMPT #19: Company Announcement Email

WHEN TO USE: *Use when communicating a company update, change, or news to employees, customers, or stakeholders.

THE PROMPT:

You are an internal/external communications director. Write an announcement email about [ANNOUNCEMENT TOPIC] to [AUDIENCE — employees, customers, investors, partners].

Details:

- What's happening: [THE NEWS]

- When: [DATE/TIMELINE]

- Why: [REASON FOR THE CHANGE]
- Impact on audience: [HOW THIS AFFECTS THEM]
- Action required: [WHAT THEY NEED TO DO, IF ANYTHING]

Structure:

- Subject line: Clear and direct (no clickbait for serious announcements)
- Opening: The news, stated plainly in the first sentence
- Context: Why this decision was made (2–3 sentences)
- What changes: Specific details of what's different
- What stays the same: Reassurance on what's not changing (if applicable)
- Timeline: Key dates and milestones
- Action items: What recipients need to do and by when
- Resources: Where to get more information or ask questions
- Closing: Tone-appropriate sign-off (excitement for good news, empathy for difficult news)

Tone: Match the nature of the announcement — celebratory for wins, transparent and compassionate for difficult changes.

PRO TIP: For difficult announcements, have a leader send it from their personal email address — it signals accountability.

RECOMMENDED TOOL: Claude — handles the nuance of organizational communication with appropriate tone.

PROMPT #20: Event Invitation Email

WHEN TO USE: *Use when inviting people to an event, webinar, workshop, or gathering.

THE PROMPT:

You are an event marketing specialist. Write an invitation email for [EVENT NAME] targeting [AUDIENCE].

Event details:

- Type: [WEBINAR / WORKSHOP / CONFERENCE / DINNER / LAUNCH]
- Date and time: [DATE, TIME, TIMEZONE]
- Location: [VENUE OR VIRTUAL PLATFORM]

- Duration: [LENGTH]
- Speaker(s): [NAMES AND CREDENTIALS]
- Topic: [WHAT THE EVENT COVERS]
- Cost: [FREE / PAID — PRICE]

Structure:

- Subject line: 3 options (benefit-focused, curiosity, social proof)
- Opening: Why this event matters to the reader specifically (2 sentences)
- What they'll learn/experience: 3–4 bullet points of key takeaways
- Speaker/host credentials: Brief and impressive (1–2 sentences)
- Logistics: Date, time, location, duration — scannable format
- Social proof: [NUMBER] people registered, past attendee testimonial, or partner names
- CTA: Clear registration button text (3 options)
- Urgency: Limited seats, early bird pricing, or deadline

Total length: Under 200 words. The email should create FOMO, not explain everything.

PRO TIP: Send three emails: announcement (2 weeks before), reminder (3 days before), and last chance (day of).

RECOMMENDED TOOL: ChatGPT — fast at producing email variations for A/B testing.

Social Media

PROMPT #21: LinkedIn Post (Storytelling Format)

WHEN TO USE: *Use when you want to share a professional insight, lesson, or experience on LinkedIn.

THE PROMPT:

You are a LinkedIn content strategist who specializes in posts that get 10,000+ impressions. Write a LinkedIn post about [TOPIC/LESSON/EXPERIENCE].

My industry: [INDUSTRY]

My role: [JOB TITLE]

Key message: [THE ONE THING YOU WANT READERS TO REMEMBER]

Structure:

- Hook: First line must stop the scroll — bold claim, surprising stat, or pattern interrupt (under 15 words)
- Story/context: Brief narrative that sets up the lesson (3–4 short sentences)
- The insight: Your unique take or lesson learned (2–3 sentences)
- Practical takeaway: What the reader can apply today (1–2 sentences)
- Engagement driver: End with a question that invites comments
- Hashtags: 3–5 relevant hashtags

Format rules:

- One sentence per line (LinkedIn rewards white space)
- Use line breaks between every 1–2 sentences
- Total length: 150–200 words (optimal for engagement)
- No emojis at the start of lines (looks spammy)
- Do NOT use “I’m humbled” or “Excited to announce”

PRO TIP: Post between 7–8 AM on Tuesday through Thursday in your audience’s time zone for maximum reach.

RECOMMENDED TOOL: ChatGPT — excellent at LinkedIn’s conversational-professional tone.

PROMPT #22: LinkedIn Carousel Script

WHEN TO USE: *Use when you want to create a slide-by-slide LinkedIn carousel post that educates and gets saves.

THE PROMPT:

You are a LinkedIn carousel designer and content strategist. Create the text content for a [NUMBER]-slide LinkedIn carousel about “[TOPIC].”

Target audience: [WHO THIS IS FOR]

Goal: [EDUCATE / INSPIRE / CONVERT]

Slide-by-slide structure:

- Slide 1 (Cover): A headline that creates curiosity or promises transformation. Include a subtitle with the number of tips/steps/secrets.

- Slides 2–[N-1] (Content): One key point per slide. Each slide needs: a bold headline (under 8 words), 2–3 supporting sentences, and a visual suggestion (icon, graphic, or layout note)

- Final slide (CTA): Recap the key message, tell them what to do next (follow, save, comment, visit link in bio)

Design notes for each slide:

- Background color suggestion

- Font hierarchy (headline size vs body)

- Any icons or illustrations to include

Total slides: [8–12] (the sweet spot for engagement)

Write all text exactly as it should appear on each slide — no additional explanation.

PRO TIP: The cover slide determines 90% of your engagement — spend the most time on that headline.

RECOMMENDED TOOL: Claude — handles structured, slide-by-slide content with consistent quality.

PROMPT #23: Twitter/X Thread Builder

WHEN TO USE: *Use when you want to break down a complex topic into an engaging, multi-tweet thread.

THE PROMPT:

You are a viral Twitter/X thread writer. Create a [NUMBER]-tweet thread about “[TOPIC]” targeting [AUDIENCE].

Key message: [WHAT THE READER SHOULD LEARN]

Your angle: [UNIQUE PERSPECTIVE OR FRAMEWORK]

Structure:

- Tweet 1 (Hook): Bold claim, counterintuitive statement, or “Here’s what nobody tells you about [X]” format. End with “A thread:” or similar indicator.

- Tweets 2–[N-1] (Value): One idea per tweet. Each tweet should: stand alone (make sense without context), use concrete examples or data, and build on the previous tweet

- Final tweet: Summarize the key takeaway, ask for retweet/follow, and reference Tweet 1 for context

Rules:

- Each tweet: Under 280 characters

- Use numbers to label tweets (1/, 2/, etc.)

- Include one “quotable” tweet that works as a standalone (this is the one people will screenshot)

- No hashtags mid-thread (only in the final tweet if at all)

- No links until the final tweet

Write each tweet exactly as it would be posted. Number them clearly.

PRO TIP: Quote-tweet your own hook tweet after posting the full thread — it resurfaces the thread to your audience.

RECOMMENDED TOOL: ChatGPT — fast at generating punchy, character-limited content.

PROMPT #24: Instagram Caption Writer

WHEN TO USE: *Use when you need an engaging Instagram caption that drives comments, saves, and shares.

THE PROMPT:

You are an Instagram content strategist with expertise in [NICHE]. Write a caption for a post about [TOPIC/CONTENT OF THE IMAGE].

Account type: [PERSONAL BRAND / BUSINESS / CREATOR]

Post type: [PHOTO / CAROUSEL / REEL]

Goal: [ENGAGEMENT / SALES / BRAND AWARENESS / COMMUNITY]

Structure:

- Hook (first line): Must stop the scroll in the feed preview — this is the only line visible before “...more.” Keep under 125 characters.

- Body: [STORY / TIP / LIST / BEHIND-THE-SCENES] — 3–5 short paragraphs

- CTA: Specific engagement ask (save this, tag a friend, drop a [EMOJI] if you agree, link in bio)

- Hashtags: 20–25 hashtags in 3 tiers — 5 large (500K+ posts), 10 medium (50K–500K), 10 small (under 50K). All relevant to [NICHE].

Tone: [ASPIRATIONAL / EDUCATIONAL / RELATABLE / FUNNY]

Total length: 150–300 words (Instagram rewards longer captions in 2024+)

Do NOT start with “Hey guys!” or “Happy [day of week]!” — lead with value or intrigue.

PRO TIP: Put hashtags in the first comment instead of the caption for a cleaner look — engagement impact is identical.

RECOMMENDED TOOL: ChatGPT — fast at matching Instagram’s casual, engaging tone.

PROMPT #25: TikTok Script Writer

WHEN TO USE: *Use when you need a script for a short-form video that hooks viewers in the first 2 seconds.

THE PROMPT:

You are a TikTok content strategist who specializes in viral short-form video. Write a script for a [15 / 30 / 60]-second TikTok about “[TOPIC].”

Niche: [YOUR NICHE]

Target viewer: [AUDIENCE DESCRIPTION]

Video style: [TALKING HEAD / TEXT OVERLAY / TRENDING SOUND / TUTORIAL / SKIT]

Trending sound/audio (if any): [SOUND NAME OR “ORIGINAL AUDIO”]

Script format:

- HOOK (0–2 seconds): The first words out of your mouth or on screen. Must create curiosity or pattern-interrupt. Examples: “Stop doing [X],” “Nobody talks about this,” “POV: [scenario]”

- SETUP (2–8 seconds): Context or problem statement

- VALUE (8–[END-5] seconds): The actual tip, story, or content

- CTA (last 3–5 seconds): “Follow for more [TOPIC],” “Save this,” or engagement prompt

Include:

- On-screen text suggestions for each section

- Camera direction notes (close-up, point to text, etc.)

- Suggested caption (under 150 characters with 3–5 hashtags)

- Estimated total speaking time

Do NOT write in essay format. Write exactly what to say, word for word, with timing markers.

PRO TIP: Film 3–5 different hooks for the same video and test which one performs best — the hook is everything.

RECOMMENDED TOOL: ChatGPT — fastest at generating multiple script variations.

PROMPT #26: Facebook Post (Community Engagement)

WHEN TO USE: *Use when you need a Facebook post designed for group engagement or page interaction.

THE PROMPT:

You are a Facebook community manager for [BRAND/GROUP]. Write a post designed to maximize engagement on Facebook.

Audience: [GROUP MEMBERS / PAGE FOLLOWERS]

Topic: [SUBJECT]

Goal: [COMMENTS / SHARES / REACTIONS / LINK CLICKS]

Structure:

- Opening: Conversational, direct, and relatable (1–2 sentences)

- Body: Story, question, or value-driven content (3–5 sentences)

- Engagement hook: A specific question or poll that’s easy to answer. Best formats: “Which are you — A or B?”, “Fill in the blank: [PROMPT]”, “Share your [X] in the comments”

- Optional: Relevant link or image description

Rules:

- Write in first person, conversational tone

- Keep total length under 150 words (Facebook's algorithm favors shorter posts for engagement)

- No external links in engagement posts (Facebook suppresses reach for posts with links)

- If including a link, put it in the first comment instead

- Use 0–2 emojis maximum

Do NOT ask multiple questions in one post. One clear engagement prompt gets more responses than three.

PRO TIP: Post when your audience is active — check your Page Insights for peak days and times.

RECOMMENDED TOOL: ChatGPT — handles conversational, community-focused tone naturally.

PROMPT #27: Threads Post Creator

WHEN TO USE: *Use when creating content for the Threads platform that drives conversation and follows.

THE PROMPT:

You are a Threads content creator building an engaged audience. Write a Threads post about [TOPIC].

Your niche: [NICHE]

Tone: [CASUAL / THOUGHTFUL / WITTY / EDUCATIONAL]

Goal: [FOLLOWS / CONVERSATION / SHARES]

Requirements:

- Character limit: Under 500 characters

- Format: Conversational and authentic — Threads rewards genuine takes over polished content

- Include one of these engagement tactics: hot take, unpopular opinion, relatable observation, quick tip, or "tell me your [X]" prompt

- No hashtags (Threads doesn't prioritize them)

- No links (kills engagement on Threads)

Write 3 variations:

1. Conversational/relatable version

2. Bold opinion version

3. Question/community version

Each must be complete and standalone. Do NOT rewrite the same post three ways — each should approach the topic from a different angle.

PRO TIP: Threads rewards consistency over virality — post 2–3 times daily during your first 90 days to build momentum.

RECOMMENDED TOOL: ChatGPT — quick generation for short-form, conversational content.

PROMPT #28: Pinterest Description Optimizer

WHEN TO USE: *Use when you need keyword-rich Pinterest pin descriptions that drive traffic and saves.

THE PROMPT:

You are a Pinterest SEO specialist. Write optimized descriptions for [NUMBER] pins about [TOPIC/NICHE].

Target audience: [WHO SEARCHES FOR THIS ON PINTEREST]

Website/link: [DESTINATION URL]

Board name: [PINTEREST BOARD]

For each pin, generate:

- Pin title: Under 100 characters, front-loaded with the primary keyword

- Pin description: 200–300 characters, includes: primary keyword in the first sentence, 2–3 related keywords woven naturally, a benefit statement, a CTA (“Click to learn more,” “Save for later,” “Get the free guide”)

- Alt text: Descriptive, keyword-rich, under 100 characters

- Suggested board: Which board this pin belongs on

Keywords to target: [KEYWORD 1], [KEYWORD 2], [KEYWORD 3], [KEYWORD 4], [KEYWORD 5]

Do NOT stuff keywords unnaturally. Descriptions should read like helpful recommendations, not SEO spam.

PRO TIP: Pinterest is a search engine, not a social network — optimize every pin like you’d optimize a blog post for Google.

RECOMMENDED TOOL: ChatGPT — fast batch generation for multiple pin descriptions.

PROMPT #29: YouTube Community Post

WHEN TO USE: *Use when you need to engage your YouTube audience between video uploads.

THE PROMPT:

You are a YouTube community manager for a channel about [NICHE]. Write a YouTube Community post that drives engagement.

Channel size: [APPROXIMATE SUBSCRIBER COUNT]

Last video topic: [RECENT VIDEO TITLE]

Next video topic: [UPCOMING VIDEO TOPIC]

Goal: [BUILD ANTICIPATION / GET FEEDBACK / SHARE UPDATE / DRIVE TO VIDEO]

Choose the best format:

- Poll: Question + 4 answer options

- Image post: Caption for a behind-the-scenes or teaser image

- Text post: Update, question, or exclusive insight

Requirements:

- Under 200 words

- Include a direct question that’s easy to answer

- Reference recent or upcoming content for continuity

- Do NOT make it feel like an ad for your video — provide value in the post itself

Write 2 versions: one as a poll and one as a text post. Let me choose which to use.

PRO TIP: Community posts with polls get 3–5x more engagement than text-only posts — always consider a poll first.

RECOMMENDED TOOL: ChatGPT — quick and effective for community-style content.

PROMPT #30: Social Media Bio Writer

WHEN TO USE: *Use when creating or optimizing a social media profile bio for any platform.

THE PROMPT:

You are a personal branding expert. Write optimized bios for [NAME/BRAND] across multiple platforms.

About: [WHO YOU ARE / WHAT YOU DO]

Target audience: [WHO YOU WANT TO ATTRACT]

Key credentials: [TOP 2–3 PROOF POINTS]

CTA: [WHAT YOU WANT PROFILE VISITORS TO DO]

Personality traits: [3 ADJECTIVES THAT DESCRIBE YOUR BRAND VOICE]

Write bios for:

1. LinkedIn (220 characters max): Professional, keyword-rich

2. Twitter/X (160 characters max): Punchy, personality-forward

3. Instagram (150 characters max): Value proposition + CTA + line breaks

4. TikTok (80 characters max): Ultra-concise, personality-first

5. Threads (160 characters max): Casual, conversational

Each bio must:

- Clearly state what you do and for whom

- Include a proof point or credential

- End with a CTA or hook

- Match the platform’s culture and tone

Do NOT use “passionate about” or “aspiring.” State what you DO, not what you feel.

PRO TIP: Update your bios quarterly — they should reflect your current focus and most impressive recent results.

RECOMMENDED TOOL: Claude — excellent at adapting voice across multiple formats.

PROMPT #31: Hashtag Research & Strategy

WHEN TO USE: *Use when you need a data-informed hashtag strategy for any social media campaign.

THE PROMPT:

You are a social media strategist specializing in hashtag research. Create a comprehensive hashtag strategy for [BRAND/CREATOR] in the [NICHE] space.

Platform: [INSTAGRAM / TIKTOK / LINKEDIN / TWITTER]

Content topics: [TOPIC 1], [TOPIC 2], [TOPIC 3]

Target audience: [AUDIENCE DESCRIPTION]

Account size: [FOLLOWER COUNT — determines hashtag competitiveness tier]

Generate:

- 10 high-volume hashtags (500K+ posts): For reach and discovery

- 15 medium-volume hashtags (50K–500K posts): For competitive advantage

- 15 low-volume/niche hashtags (under 50K posts): For targeted engagement

- 5 branded hashtags: Unique to your brand for community building

- 5 trending/timely hashtags: Currently gaining momentum in your niche

Organize into 3 “hashtag sets” of 20–25 that can be rotated:

- Set A: Broad reach focus

- Set B: Niche engagement focus

- Set C: Mixed/balanced

Include a note on which set to use for which content type. Do NOT include banned or shadowbanned hashtags.

PRO TIP: Rotate your hashtag sets every post — using the same hashtags repeatedly signals spam to the algorithm.

RECOMMENDED TOOL: Perplexity — can research current hashtag volumes and trending tags.

PROMPT #32: Engagement Comment Templates

WHEN TO USE: *Use when you need thoughtful comment templates for engaging with other accounts to grow your audience.

THE PROMPT:

You are a social media growth strategist. Create 10 engagement comment templates for [PLATFORM] that I can customize when commenting on posts in the [NICHE] space.

My account: [BRIEF DESCRIPTION OF WHO I AM]

Goal: [GET NOTICED BY LARGER ACCOUNTS / BUILD RELATIONSHIPS / DRIVE PROFILE VISITS]

For each comment template:

- The setup: What type of post this is best used on (educational, personal story, achievement, question, etc.)

- The comment template: [50–100 words] with [BRACKETS] for customization

- Why it works: One sentence explaining the psychology

Rules for all comments:

- Must add genuine value (insight, experience, or thoughtful question)

- Never be sycophantic ("Great post!" adds nothing)

- Never self-promote directly

- Must invite further conversation

- Should demonstrate your expertise without being preachy

Do NOT write generic comments. Each must be specific enough to show you actually read and thought about the post.

PRO TIP: Spend 15 minutes daily leaving thoughtful comments on 10 accounts in your niche — this outperforms posting more content.

RECOMMENDED TOOL: Claude — creates more thoughtful, nuanced comment templates.

PROMPT #33: Poll & Question Generator

WHEN TO USE: *Use when you need engagement-driving polls or questions for any social media platform.

THE PROMPT:

You are a social media engagement specialist. Generate 10 polls and 10 open-ended questions for [PLATFORM] in the [NICHE] space.

Audience: [AUDIENCE DESCRIPTION]

Content pillars: [PILLAR 1], [PILLAR 2], [PILLAR 3]

For each poll:

- Question text
- 2–4 answer options
- Which content pillar it serves
- Expected engagement driver (controversy, relatability, curiosity)

For each open-ended question:

- The question
- Why it drives responses (psychological trigger)
- Best posting time/day recommendation

Mix these types:

- “This or that” binary choices
- “Hot take — agree or disagree?”
- “What’s your biggest [challenge/win/mistake] with [TOPIC]?”
- “Fill in the blank: [PROMPT]”
- Prediction or opinion questions

Do NOT ask questions that are too broad (“What do you think about marketing?”) or too niche (no one can relate). Hit the sweet spot where most followers have an opinion.

PRO TIP: The best-performing questions have exactly two possible answers that people feel strongly about — force the binary choice.

RECOMMENDED TOOL: ChatGPT — fast generation of multiple engagement prompts.

PROMPT #34: Instagram/TikTok Story Sequence

WHEN TO USE: *Use when planning a multi-slide Instagram or TikTok story that tells a narrative or teaches a concept.

THE PROMPT:

You are a Stories content strategist. Create a [NUMBER]-slide story sequence for [PLATFORM] about [TOPIC].

Goal: [DRIVE TO LINK / ENGAGEMENT / BRAND AWARENESS]

Audience: [AUDIENCE]

For each story slide:

- Visual description: What appears on screen (image, video, text overlay)
- Text overlay: Exact words (keep under 30 words per slide)
- Interactive element: Poll, quiz, slider, question box, or countdown (use at least 2 across the sequence)
- Transition note: How this flows into the next slide

Story arc:

- Slide 1: Hook — grab attention (pattern interrupt or bold statement)
- Slides 2–[N-2]: Build — deliver value or tell the story
- Slide [N-1]: Climax — the key takeaway or reveal
- Slide [N]: CTA — “Swipe up,” “DM me [KEYWORD],” “Check link in bio”

Rules:

- Each slide should take 3–5 seconds to read/watch
- Total sequence: Under 60 seconds of content
- At least one slide should be video (even if just you talking)
- Use the “close friends” strategy note if applicable

PRO TIP: Start your story sequence during peak activity hours — the first 30 minutes determine how many followers see it.

RECOMMENDED TOOL: Claude — great at planning multi-part narrative sequences.

PROMPT #35: Monthly Content Calendar Generator

WHEN TO USE: *Use when you need a full month of social media content planned, organized, and ready to create.

THE PROMPT:

You are a social media manager creating a 30-day content calendar for [BRAND/CREATOR] on [PLATFORM(S)].

Niche: [NICHE]

Posting frequency: [X] posts per week on [PLATFORM]

Content pillars: [PILLAR 1], [PILLAR 2], [PILLAR 3], [PILLAR 4]

Upcoming dates/events: [RELEVANT DATES — holidays, launches, industry events]

Goals this month: [GROW FOLLOWERS / DRIVE SALES / LAUNCH PRODUCT / BUILD COMMUNITY]

For each day with a post, provide:

- Date and day of week
- Content pillar
- Post type (carousel, reel, static, story, text)
- Topic/hook (one sentence)
- Caption direction (2–3 sentences describing the angle)
- CTA for that post
- Hashtag set to use (A, B, or C — reference the hashtag strategy)

Include:

- A mix of educational (40%), entertaining (20%), personal/behind-the-scenes (20%), and promotional (20%) content
- At least 2 “engagement bait” posts (polls, questions, controversial takes)
- At least 1 collaboration or user-generated content prompt
- Batch creation notes: Which posts can be created together

Format as a clean calendar layout, organized by week.

PRO TIP: Batch-create all content for the month in two sessions — it’s 10x more efficient than creating daily.

RECOMMENDED TOOL: Claude — excels at organizing complex, structured content plans.

Sales & Marketing Copy

PROMPT #36: Headline Variation Generator

WHEN TO USE: *Use when you need multiple headline options for ads, landing pages, emails, or content.

THE PROMPT:

You are a world-class copywriter trained in the traditions of David Ogilvy, Eugene Schwartz, and Gary Halbert. Generate 20 headline variations for [PRODUCT/SERVICE/CONTENT].

Target audience: [WHO THIS IS FOR]

Core benefit: [THE #1 RESULT OR TRANSFORMATION]

Key differentiator: [WHAT MAKES THIS DIFFERENT]

Tone: [PROFESSIONAL / PLAYFUL / URGENT / ASPIRATIONAL]

Generate headlines in these categories (4 each):

1. Benefit-focused: Lead with the result

2. Curiosity-driven: Create an information gap

3. Social proof: Include numbers or credibility

4. Problem-agitation: Name the pain they're feeling

5. How-to / Tutorial: Promise a method or process

Rules:

- Each headline: Under 15 words

- No clickbait — every headline must be truthfully deliverable

- Include power words where natural (free, proven, secret, instant, guaranteed, exclusive)

- Vary structure — mix questions, statements, and commands

Mark your top 3 picks with a star and explain why they'd outperform the others.

PRO TIP: A/B test your top 2 headlines with a small audience before committing to one — data beats instinct.

RECOMMENDED TOOL: ChatGPT — fastest at generating high-volume creative variations.

PROMPT #37: Landing Page Copy Writer

WHEN TO USE: *Use when you need complete, conversion-optimized copy for a landing page.

THE PROMPT:

You are a conversion rate optimization specialist and direct response copywriter. Write the complete copy for a landing page selling

[PRODUCT/SERVICE].

Product/service: [NAME AND BRIEF DESCRIPTION]

Price: [AMOUNT]

Target audience: [DETAILED AUDIENCE DESCRIPTION]

Primary pain point: [THE PROBLEM YOU SOLVE]

Key transformation: [BEFORE STATE → AFTER STATE]

Social proof available: [TESTIMONIALS, NUMBERS, LOGOS]

Write each section:

1. Hero section: Headline, subheadline, CTA button text, supporting image description
2. Problem agitation: 3 pain points with emotional language
3. Solution introduction: How your product solves it
4. Benefits (not features): 5–7 benefits with icons
5. How it works: 3 simple steps
6. Social proof: Testimonial placement, stats, trust badges
7. Pricing: Presentation with value anchoring
8. FAQ: 5 objection-handling questions
9. Final CTA: Urgency + benefit + button
10. Guarantee: Risk reversal statement

Write the EXACT copy for each section. Include CTA button text for every CTA placement.

PRO TIP: The hero headline and CTA button above the fold determine 80% of your conversion rate — nail those first.

RECOMMENDED TOOL: Claude — handles long-form, structured copy with consistent voice.

PROMPT #38: Sales Page (Long-Form)

WHEN TO USE: *Use when you need a comprehensive long-form sales page for a high-ticket product or service.

THE PROMPT:

You are a direct response copywriter specializing in high-converting long-form sales pages. Write a complete sales page for [PRODUCT/SERVICE] priced at [PRICE].

Product: [DETAILED DESCRIPTION]

Target buyer: [DEMOGRAPHICS, PSYCHOGRAPHICS, CURRENT SITUATION]

Primary desire: [WHAT THEY WANT MOST]

Primary fear: [WHAT THEY'RE AFRAID OF]

Competitors: [WHAT ALTERNATIVES THEY'RE CONSIDERING]

Sections (in order):

1. Pre-headline + Headline + Deck copy
2. Opening story: Reader identifies with a relatable scenario
3. Problem escalation: What happens if they do nothing
4. Credibility: Why you're the person to solve this
5. The solution: Your product revealed
6. Benefits with proof: Each benefit backed by evidence
7. Component breakdown: What's included (with individual value)
8. Bonuses: With perceived value
9. Value stack: Total value vs. actual price
10. Guarantee: Bold risk reversal
11. Urgency / scarcity: Real reason to act now
12. Final CTA: Emotional close
13. P.S. section: Restate offer, deadline, and guarantee

Total length: 2,000–3,000 words. Every section must advance the sale.

PRO TIP: Read your sales page out loud — if any sentence sounds unnatural or pushy, rewrite it until it sounds like advice from a trusted friend.

RECOMMENDED TOOL: Claude — best at maintaining persuasive flow across long-form copy.

PROMPT #39: Product Description Writer

WHEN TO USE: *Use when you need compelling product descriptions for e-commerce, catalogs, or listings.

THE PROMPT:

You are an e-commerce copywriter who turns product features into irresistible buying reasons. Write a product description for [PRODUCT NAME].

Product category: [CATEGORY]

Key features: [FEATURE 1], [FEATURE 2], [FEATURE 3], [FEATURE 4], [FEATURE 5]

Target buyer: [WHO BUYS THIS AND WHY]

Price point: [BUDGET / MID-RANGE / PREMIUM]

Platform: [AMAZON / SHOPIFY / ETSY / WEBSITE]

Generate:

1. Product title: Keyword-optimized, under 200 characters

2. Bullet points: 5 benefit-driven bullets (feature → benefit → emotion)

3. Short description: 50–75 words for preview/card display

4. Long description: 150–250 words with sensory language and use-case scenarios

5. Search keywords: 10 relevant search terms

6. A+ / Enhanced content: 3 content blocks with headline + body + image suggestion

Tone: [LUXURIOUS / PRACTICAL / FUN / TECHNICAL]

Do NOT just list features. Translate every feature into a benefit the buyer feels.

PRO TIP: Lead each bullet point with the benefit in ALL CAPS, then explain the feature — e.g., 'SLEEP COOLER ALL NIGHT: Breathable bamboo fabric...'

RECOMMENDED TOOL: ChatGPT — fast at generating e-commerce copy in proper format.

PROMPT #40: Ad Copy Generator (Multi-Platform)

WHEN TO USE: *Use when you need ad copy variations optimized for different advertising platforms.

THE PROMPT:

You are a performance marketing copywriter. Create ad copy for [PRODUCT/SERVICE] across multiple platforms.

Product: [NAME AND ONE-LINE DESCRIPTION]

Target audience: [AUDIENCE]

Primary benefit: [KEY VALUE PROPOSITION]

Offer: [DISCOUNT / FREE TRIAL / BONUS / LIMITED TIME]

Landing page URL: [URL]

Write ad copy for:

1. Facebook/Instagram Feed Ad: Primary text (125 characters), headline (40 characters), description (30 characters), CTA button selection

2. Google Search Ad: 3 headlines (30 characters each), 2 descriptions (90 characters each)

3. LinkedIn Sponsored Content: Intro text (150 words), headline, CTA

4. YouTube Pre-Roll (15-second script): Exact words to speak with timing

5. TikTok Ad Script: Hook (2 seconds), body (8 seconds), CTA (5 seconds)

For each platform, provide 2 variations: one benefit-focused, one problem-focused.

Include audience targeting suggestions for each platform.

Do NOT use generic CTAs like “Learn More” — make every CTA specific to the action and outcome.

PRO TIP: Create 5–10 ad variations per platform and let the algorithm find the winner — never rely on a single creative.

RECOMMENDED TOOL: ChatGPT — fastest at generating bulk ad copy variations.

PROMPT #41: Tagline & Slogan Generator

WHEN TO USE: *Use when you need a memorable tagline, slogan, or brand catchphrase.

THE PROMPT:

You are a brand strategist from a top creative agency. Generate tagline and slogan options for [BRAND/PRODUCT/CAMPAIGN].

Brand: [NAME]

Industry: [INDUSTRY]

Core value proposition: [WHAT YOU DO AND FOR WHOM]

Brand personality: [3 ADJECTIVES]

Target emotional response: [HOW YOU WANT PEOPLE TO FEEL]

Competitor taglines to differentiate from: [COMPETITOR 1: their tagline], [COMPETITOR 2: their tagline]

Generate 15 taglines in these styles:

- Aspirational (3): Focus on the future state or dream
- Functional (3): Clearly state what you do
- Emotional (3): Trigger a feeling
- Clever/Wordplay (3): Use wit, rhyme, or double meaning
- Bold/Provocative (3): Challenge the status quo

Rules:

- Each tagline: 2–7 words
- Must be unique (not similar to existing brand taglines)
- Must work as a standalone (no context needed)
- Must be easy to say out loud

Star your top 3 and explain why they work for this specific brand.

PRO TIP: Say each tagline out loud five times fast — if it's not smooth and memorable, it won't stick in people's minds.

RECOMMENDED TOOL: ChatGPT — strongest at creative wordplay and variation generation.

PROMPT #42: Call-to-Action (CTA) Optimizer

WHEN TO USE: *Use when your current CTA isn‘t converting and you need stronger alternatives.

THE PROMPT:

You are a conversion optimization expert. My current CTA is “[CURRENT CTA TEXT]” and it’s underperforming. Generate better alternatives.

Context:

- Where this CTA appears: [LANDING PAGE / EMAIL / AD / SOCIAL POST / POPUP]

- What happens when they click: [WHAT THE USER GETS OR DOES]

- Target audience: [WHO SEES THIS]

- Current conversion rate: [X%] (goal: [Y%])

- Surrounding copy context: [BRIEF DESCRIPTION OF THE PAGE/MESSAGE]

Generate 10 CTA alternatives in these categories:

1. Action + Benefit (3): “Get Your Free [X]” format

2. Urgency + Action (3): Time-sensitive language

3. First-Person (2): “Start My [X]” format

4. Social Proof + Action (2): “Join [X] Others” format

For each CTA:

- Button text (under 5 words)

- Supporting microcopy (one line that appears near the button)

- Why it should convert better than the current CTA

Also suggest: button color, size, and placement recommendations based on conversion best practices.

PRO TIP: First-person CTAs (‘Start My Free Trial’) consistently outperform second-person (‘Start Your Free Trial’) by 24% on average.

RECOMMENDED TOOL: ChatGPT — fast at generating and comparing copy variations.

PROMPT #43: Testimonial Request Email

WHEN TO USE: *Use when you need to ask a satisfied customer for a testimonial, review, or case study participation.

THE PROMPT:

You are a customer success manager. Write an email requesting a testimonial from [CUSTOMER NAME] at [COMPANY] who had a great

experience with [YOUR PRODUCT/SERVICE].

Their result: [SPECIFIC OUTCOME THEY ACHIEVED]

How long they've been a customer: [TIMEFRAME]

Relationship context: [HOW WELL YOU KNOW THEM]

Structure:

- Subject line: Personal and specific (not "Can you write us a review?")
- Opening: Reference their specific success (show you noticed)
- The ask: Explain what you need and why it matters
- Make it easy: Provide 3–5 specific questions they can answer instead of asking for freeform writing:
  1. What was your biggest challenge before [PRODUCT]?
  2. What specific results have you seen?
  3. What surprised you most?
  4. Who would you recommend this to?
  5. Anything else you'd want others to know?
- Time estimate: "This takes about 5 minutes"
- Incentive (optional): [GIFT CARD / DISCOUNT / FEATURE / NOTHING]
- Options: Written testimonial, video, or star rating — let them choose

Total length: Under 150 words. Make it feel like a genuine request from someone who cares, not a marketing exercise.

PRO TIP: Ask within 2 weeks of their success moment — the enthusiasm and specificity of their response drops dramatically after that.

RECOMMENDED TOOL: Claude — handles personal, relationship-sensitive communication well.

PROMPT #44: Case Study Narrative Writer

WHEN TO USE: *Use when you need to transform raw data and interview notes into a compelling narrative case study.

THE PROMPT:

You are a B2B storytelling specialist. Transform these raw details into a narrative-driven case study.

Client: [NAME AND INDUSTRY]

Challenge: [WHAT THEY STRUGGLED WITH]

Solution: [HOW THEY USED YOUR PRODUCT/SERVICE]

Results: [METRIC 1: X → Y], [METRIC 2: X → Y], [METRIC 3: X → Y]

Timeline: [HOW LONG IT TOOK]

Quote from client: “[DIRECT QUOTE]”

Write a 600–800 word narrative case study with:

- A story-driven headline (result-focused)

- Opening paragraph that reads like the beginning of a magazine article (set the scene)

- The challenge section: Paint the “before” picture vividly

- The turning point: The moment they found your solution

- The implementation: How it worked (specific, not vague)

- The results: Data presented in context with before/after comparison

- The client’s voice: Weave in the direct quote at the emotional peak

- The takeaway: What other businesses can learn from this story

Write in third person. Make it read like a story, not a report. The data should support the narrative, not replace it.

PRO TIP: The best case studies follow the ‘hero’s journey’ — the client is the hero, your product is the tool that enabled their victory.

RECOMMENDED TOOL: Claude — exceptional at weaving data into compelling narratives.

PROMPT #45: Press Release Writer

WHEN TO USE: *Use when you need a professional press release for a company announcement, launch, or milestone.

THE PROMPT:

You are a PR specialist writing a press release for [COMPANY NAME]. The announcement: [WHAT’S BEING ANNOUNCED].

Details:

- Company: [NAME, LOCATION, BRIEF DESCRIPTION]

- Announcement: [SPECIFIC NEWS]
- Date: [RELEASE DATE]
- Key spokesperson: [NAME AND TITLE]
- Key data points: [RELEVANT NUMBERS, STATS, OR MILESTONES]
- Quote from spokesperson: [GENERATE A PROFESSIONAL QUOTE]
- Relevance: [WHY THIS MATTERS TO THE INDUSTRY/PUBLIC]

Structure (AP Style):

1. Dateline: [CITY, STATE — Date]
2. Headline: Factual, newsy, under 10 words
3. Subheadline: Additional context
4. Lead paragraph: Who, what, when, where, why in 2–3 sentences
5. Body: Supporting details, context, and spokesperson quote
6. Boilerplate: About [COMPANY] paragraph (4–5 sentences)
7. Contact information: Media contact details placeholder

Total length: 400–600 words. Write in inverted pyramid style — most important information first.

Do NOT use promotional language. Write as a journalist would, not as a marketer.

PRO TIP: Send press releases Tuesday through Thursday, 9–11 AM EST — journalists are most likely to open and cover them during this window.

RECOMMENDED TOOL: Claude — handles formal, journalistic tone with proper structure.

Long-Form Content

PROMPT #46: Book Chapter Drafting Assistant

WHEN TO USE: *Use when writing a chapter of a nonfiction or fiction book and need structured, publication-ready prose.

THE PROMPT:

You are a professional book ghostwriter with multiple bestsellers. Write Chapter [NUMBER]: “[CHAPTER TITLE]” for a [GENRE] book titled

“[BOOK TITLE].”

Book premise: [ONE-PARAGRAPH SUMMARY]

Target reader: [WHO THIS BOOK IS FOR]

Chapter goal: By the end of this chapter, the reader should [SPECIFIC OUTCOME — understand X, feel Y, be able to do Z]

Key points to cover: [POINT 1], [POINT 2], [POINT 3], [POINT 4]

Previous chapter ended with: [BRIEF SUMMARY OF WHERE THE READER IS]

Next chapter will cover: [WHAT’S COMING — so this chapter can set it up]

Structure:

- Opening hook: Start with a story, question, or bold statement that pulls the reader in

- Core content: Cover each key point with examples, stories, or data

- Transitions: Smooth connections between sections

- Chapter summary: Key takeaways in 2–3 sentences

- Bridge to next chapter: Final paragraph that creates anticipation for what’s next

Word count: [3,000–5,000]

Tone: [CONVERSATIONAL / AUTHORITATIVE / INSPIRATIONAL / ACADEMIC]

Write complete, publication-ready prose. Not an outline — full paragraphs.

PRO TIP: Give the AI your outline and voice samples from earlier chapters — consistency across chapters is what separates amateur from professional.

RECOMMENDED TOOL: Claude — the only model that reliably maintains voice and structure across 5,000+ word outputs.

PROMPT #47: White Paper Writer

WHEN TO USE: *Use when you need a professional white paper that establishes thought leadership and generates leads.

THE PROMPT:

You are a [INDUSTRY] thought leader writing a white paper for [COMPANY]. Topic: "[WHITE PAPER TITLE]."

Target reader: [ROLE — e.g., C-suite, technical leads, procurement managers]

Industry: [INDUSTRY]

Core thesis: [YOUR MAIN ARGUMENT OR FINDING]

Supporting data: [KEY STATISTICS OR RESEARCH]

Business goal: [LEAD GENERATION / THOUGHT LEADERSHIP / SALES ENABLEMENT]

Structure:

1. Executive summary (200 words): Key findings and recommendations
2. Introduction: The problem or opportunity in context
3. Background: Current state of [TOPIC] with industry data
4. Analysis: Your unique findings, framework, or methodology
5. Case examples: 2–3 real or realistic scenarios that illustrate your points
6. Recommendations: 5–7 actionable steps for the reader
7. Conclusion: Restate thesis and call to action
8. About [COMPANY]: Credibility paragraph with CTA

Word count: [2,500–4,000]

Tone: Authoritative, data-driven, but accessible. Write for busy executives who need actionable insights.

Include placeholders for [DATA VISUALIZATION], [PULL QUOTE], and [SIDEBAR] throughout.

PRO TIP: Gate the white paper behind a form with only email + company name — every additional field reduces downloads by 10–15%.

RECOMMENDED TOOL: Claude — handles long, structured, data-rich documents with authority.

PROMPT #48: Report Section Writer

WHEN TO USE: *Use when drafting a section of a business report, annual report, or research report.

THE PROMPT:

You are a business analyst writing a section of a [REPORT TYPE] report for [COMPANY/ORGANIZATION].

Section title: “[SECTION NAME]”

Section purpose: [WHAT THIS SECTION COMMUNICATES]

Key data: [DATA POINT 1], [DATA POINT 2], [DATA POINT 3]

Audience: [WHO READS THIS REPORT]

Previous section covered: [CONTEXT]

This section should conclude with: [TRANSITION TO NEXT SECTION]

Requirements:

- Executive-friendly opening paragraph summarizing the key finding
- Supporting analysis with data interpretation (not just data presentation)
- Comparison to [BENCHMARK / PREVIOUS PERIOD / INDUSTRY STANDARD]
- Clear implications: “This means...” statements after each data point
- Risk or opportunity callout: What leadership should pay attention to
- Visual placeholders: [CHART: description], [TABLE: description]

Word count: [500–1,000]

Tone: Professional, objective, and insight-driven. State findings with confidence but acknowledge limitations.

PRO TIP: Start every section with the ‘so what?’ — busy executives read the first sentence of each section and skip the rest.

RECOMMENDED TOOL: Claude — strongest at analytical writing with nuanced interpretation.

PROMPT #49: Speech / Keynote Writer

WHEN TO USE: *Use when preparing a speech or keynote for a conference, corporate event, or public engagement.

THE PROMPT:

You are a professional speechwriter. Write a [LENGTH]-minute keynote speech for [SPEAKER NAME/ROLE] at [EVENT NAME/TYPE].

Audience: [WHO’S IN THE ROOM]

Topic: “[SPEECH TITLE OR THEME]”

Core message: [THE ONE THING THEY SHOULD REMEMBER]

Speaker's credibility: [WHY THIS PERSON IS SPEAKING ON THIS TOPIC]

3 key stories or examples to include: [STORY 1], [STORY 2], [STORY 3]

Desired audience action: [WHAT YOU WANT THEM TO DO AFTER]

Structure:

- Opening (2 minutes): Story, bold statement, or audience question that hooks immediately
- Context (3 minutes): Why this topic matters NOW
- Point 1 (5 minutes): [MAIN IDEA] with story/data
- Point 2 (5 minutes): [MAIN IDEA] with story/data
- Point 3 (5 minutes): [MAIN IDEA] with story/data
- Call to action (3 minutes): Specific, emotional, memorable
- Closing (2 minutes): Callback to the opening, final memorable line

Write as spoken word — short sentences, conversational language, rhetorical devices. Include [PAUSE], [SLIDE], and [AUDIENCE INTERACTION] cues.

Word count: ~[150 words per minute × LENGTH] words total.

PRO TIP: Rehearse the speech at least 5 times — the best speeches sound spontaneous because they were practiced until the script disappeared.

RECOMMENDED TOOL: Claude — excels at authentic voice and narrative structure.

PROMPT #50: Webinar Script & Flow

WHEN TO USE: *Use when planning and scripting a webinar from start to finish.

THE PROMPT:

You are a webinar strategist who has produced 100+ high-converting webinars. Create a complete script and flow for a [LENGTH]-minute webinar titled "[WEBINAR TITLE]."

Host: [NAME AND ROLE]

Target audience: [WHO'S ATTENDING]

Topic: [WHAT THE WEBINAR TEACHES]

Goal: [EDUCATE / GENERATE LEADS / SELL PRODUCT / BUILD AUTHORITY]

Offer (if selling): [WHAT YOU'RE PITCHING AT THE END]

Minute-by-minute flow:

- 0:00–5:00: Welcome, housekeeping, hook, and agenda preview
- 5:00–10:00: Credibility establishment and "why this matters now"
- 10:00–35:00: Core content — 3 key teaching sections with slides
- 35:00–40:00: Transition to offer (if applicable)
- 40:00–50:00: Q&A
- 50:00–55:00: Final CTA and close

For each section provide:

- Exact speaking script (what to say)
- Slide content description
- Engagement prompt (poll, question, chat prompt)
- Timing notes

Include 5 chat engagement prompts throughout to maintain attention.

PRO TIP: Place your first engagement prompt (poll or question) within the first 3 minutes — early participation predicts whether someone stays till the end.

RECOMMENDED TOOL: Claude — handles detailed, timed scripts with precision.

PROMPT #51: Online Course Lesson Writer

WHEN TO USE: *Use when creating the content for a single lesson within an online course or training program.

THE PROMPT:

You are an instructional designer creating a lesson for an online course. Write Lesson [NUMBER]: "[LESSON TITLE]" for the course "[COURSE NAME]."

Course level: [BEGINNER / INTERMEDIATE / ADVANCED]

Student profile: [WHO THE STUDENT IS]

Learning objective: By the end of this lesson, the student will be able to [SPECIFIC, MEASURABLE OUTCOME]

Prerequisites: [WHAT THEY SHOULD KNOW BEFORE THIS LESSON]

Module context: This is lesson [X] of [Y] in Module [Z]: "[MODULE TITLE]"

Lesson structure:

1. Introduction (200 words): Why this matters and what they'll learn

2. Core concept explanation (500–800 words): The main teaching, with analogies and examples

3. Worked example: A step-by-step demonstration of the concept in action

4. Common mistakes: 3 errors students typically make at this stage

5. Practice exercise: A hands-on activity with clear instructions

6. Assessment: 5 quiz questions (mix of multiple choice and short answer) with answer key

7. Key takeaways: 3–5 bullet points

8. Next lesson preview: What's coming and how it builds on this lesson

Write for video narration (will be read aloud), so use conversational language and short paragraphs.

PRO TIP: Each lesson should teach ONE concept — if you need a second heading, you need a second lesson.

RECOMMENDED TOOL: Claude — best at structured instructional content with consistent pedagogical approach.

PROMPT #52: Workshop Outline & Facilitator Guide

WHEN TO USE: *Use when designing a workshop that you or someone else will facilitate in person or virtually.

THE PROMPT:

You are a professional workshop facilitator. Design a [LENGTH]-hour workshop titled "[WORKSHOP TITLE]" for [AUDIENCE].

Workshop goal: [WHAT PARTICIPANTS WILL ACHIEVE OR LEAVE WITH]

Group size: [NUMBER OF PARTICIPANTS]

Format: [IN-PERSON / VIRTUAL / HYBRID]

Materials available: [WHITEBOARD, POST-ITS, BREAKOUT ROOMS, ETC.]

Create a complete facilitator guide:

- Pre-workshop: Materials list, room setup, and participant pre-work
- Minute-by-minute agenda with:
  - Activity name and type (lecture, discussion, exercise, break)
  - Timing and duration
  - Facilitator instructions (exactly what to say and do)
  - Participant instructions
  - Materials needed for each activity
  - Transition phrases between sections
- Debrief questions for each major activity
- Contingency plans: What if [ACTIVITY] runs long? What if group is quiet?
- Post-workshop: Follow-up email template, feedback survey questions, resource list

Include at least 3 interactive exercises and 2 individual reflection moments.

PRO TIP: Plan for 20% less content than you think you need — great workshops run deep on fewer topics, not shallow on many.

RECOMMENDED TOOL: Claude — excellent at detailed, structured instructional planning.

PROMPT #53: Presentation Talking Points Generator

WHEN TO USE: *Use when you need organized talking points for a presentation, meeting, or panel.

THE PROMPT:

You are a communications coach. Generate comprehensive talking points for a presentation on “[TOPIC]” by [SPEAKER NAME/ROLE].

Audience: [WHO YOU’RE PRESENTING TO]

Duration: [LENGTH] minutes

Context: [MEETING TYPE — board presentation, team update, client pitch, conference talk]

Key message: [THE ONE THING THE AUDIENCE MUST REMEMBER]

Supporting data: [KEY NUMBERS OR FACTS TO REFERENCE]

Generate:

- Opening statement: 2–3 sentences that command attention
- 3–5 main talking points, each with:
  - The point stated clearly in one sentence
  - Supporting evidence (data, example, or story)
  - Transition to the next point
  - Potential audience question and your response
- Closing statement: Memorable final thought
- Q&A prep: 5 likely questions with prepared answers
- "If time is cut short" version: The 3 most essential points only

Format as bullet points that can be printed on a single page. Not a script — just enough to guide natural speaking.

PRO TIP: Print your talking points at 16pt font — you should be able to glance down and find your place without searching.

RECOMMENDED TOOL: Claude — creates well-organized, nuanced talking points.

PROMPT #54: Annual Review / Year in Review Writer

WHEN TO USE: *Use when creating an annual review document for a team, department, or company.

THE PROMPT:

You are a business writer creating an annual review document for [COMPANY/DEPARTMENT/TEAM] for fiscal year [YEAR].

Key achievements: [ACHIEVEMENT 1], [ACHIEVEMENT 2], [ACHIEVEMENT 3], [ACHIEVEMENT 4], [ACHIEVEMENT 5]

Key metrics: [METRIC 1: result vs. target], [METRIC 2: result vs. target], [METRIC 3: result vs. target]

Challenges faced: [CHALLENGE 1], [CHALLENGE 2]

Team changes: [HIRES, DEPARTURES, RESTRUCTURING]

Budget performance: [BUDGET VS. ACTUAL]

Strategic initiatives: [WHAT WAS LAUNCHED OR COMPLETED]

Structure:

1. Executive summary: Key wins and overall performance in 200 words
2. Year at a glance: Timeline of major milestones
3. Performance against goals: Each goal with result and analysis
4. Team highlights: People and culture accomplishments
5. Challenges and lessons learned: Honest assessment with takeaways
6. Financial summary: Budget, revenue, costs — key figures
7. Looking ahead: Goals and priorities for [NEXT YEAR]

Tone: Celebratory where warranted, honest about challenges, and forward-looking. This should inspire confidence in leadership and motivate the team.

PRO TIP: Lead with your three biggest wins — nobody reads past page two if the first page isn't impressive.

RECOMMENDED TOOL: Claude — handles data-rich documents with balanced, professional tone.

PROMPT #55: Strategic Plan Narrative Writer

WHEN TO USE: *Use when you need to write the narrative sections of a strategic plan or business plan document.

THE PROMPT:

You are a strategy consultant writing the narrative sections of a [3-YEAR / 5-YEAR] strategic plan for [COMPANY/ORGANIZATION].

Vision: [WHERE YOU WANT TO BE IN X YEARS]

Mission: [YOUR PURPOSE]

Current state: [WHERE YOU ARE NOW — key metrics, market position]

Strategic pillars: [PILLAR 1], [PILLAR 2], [PILLAR 3]

Target outcomes: [KEY GOALS FOR THE PLANNING PERIOD]

Write these sections:

1. Executive overview (500 words): The strategic vision and why now

2. Situational analysis narrative: Current strengths, market position, and external factors

3. Strategic direction: Where you're headed and why (connect to market opportunity)

4. Pillar narratives: For each strategic pillar, write a 300-word section covering the rationale, key initiatives, expected outcomes, and success metrics

5. Implementation approach: How you'll execute (phased, resource allocation, governance)

6. Risk considerations: Top 5 risks and mitigation strategies

7. Closing: The compelling case for this direction

Tone: Visionary yet grounded. Ambitious goals backed by realistic planning.

Total word count: [2,500–4,000]

PRO TIP: A strategic plan nobody reads is a strategic plan that fails — write it like a story people want to follow, not a document they're required to review.

RECOMMENDED TOOL: Claude — the strongest model for long-form strategic narrative.

Editing & Refinement

PROMPT #56: Tone Adjustment Tool

WHEN TO USE: *Use when you have existing text that needs to shift to a different tone without changing the meaning.

THE PROMPT:

You are a professional editor specializing in voice and tone. Take the following text and rewrite it in a [TARGET TONE] tone while preserving the core message and all factual content.

Original text:

"""

[PASTE YOUR TEXT HERE]
"""

Target tone: [FORMAL / CASUAL / FRIENDLY / AUTHORITATIVE / EMPATHETIC / URGENT / HUMOROUS / ACADEMIC]

Audience: [WHO WILL READ THIS]

Context: [WHERE THIS WILL BE PUBLISHED]

Requirements:

- Maintain all factual information and key arguments

- Change vocabulary, sentence structure, and rhythm to match the target tone

- Adjust formality level of greetings, closings, and transitions

- Keep the same approximate length (within 10%)

- Highlight any sentences where the tone shift changed the meaning (so I can review)

Do NOT add new information or remove existing points. This is a tone adjustment, not a rewrite.

PRO TIP: Read the original and rewritten versions out loud back-to-back — your ear will catch tone mismatches your eyes miss.

RECOMMENDED TOOL: Claude — most precise at matching specific tonal targets.

PROMPT #57: Simplification Editor

WHEN TO USE: *Use when your text is too complex and needs to be made accessible to a broader audience.

THE PROMPT:

You are a plain language expert. Simplify the following text to a [GRADE LEVEL — e.g., 8th grade / 6th grade / 5th grade] reading level while preserving accuracy.

Original text:

"""

[PASTE YOUR TEXT HERE]

"""

Target audience: [WHO NEEDS TO UNDERSTAND THIS]

Purpose: [EDUCATE / INFORM / INSTRUCT / PERSUADE]

Requirements:

- Replace jargon with everyday words (include the technical term in parentheses on first use if the audience may need it)
- Break long sentences into shorter ones (target 15–20 words per sentence)
- Use active voice instead of passive
- Replace abstract concepts with concrete examples
- Add a brief explanation after any term that might be unfamiliar
- Use analogies for complex ideas
- Maintain paragraph structure but break up long paragraphs (max 4 sentences each)
- Preserve all key information — simplify the language, not the content

Show a readability score estimate (Flesch-Kincaid) for the original and simplified versions.

PRO TIP: Ask someone from your target audience to read it and explain it back to you — if they can't, simplify further.

RECOMMENDED TOOL: Claude — strongest at maintaining accuracy while reducing complexity.

PROMPT #58: Content Expansion Tool

WHEN TO USE: *Use when your text is too thin and needs more depth, detail, or supporting content.

THE PROMPT:

You are a content development editor. Expand the following text from approximately [CURRENT WORD COUNT] words to [TARGET WORD COUNT] words without adding filler.

Original text:

"""

[PASTE YOUR TEXT HERE]

"""

Expansion strategies to use:

- Add specific examples for general claims
- Include relevant data or statistics where assertions are unsupported
- Develop ideas that are mentioned but not explained
- Add transitional paragraphs between sections for better flow
- Include counterpoints or alternative perspectives where appropriate
- Add practical applications or “how to implement” sections
- Deepen analysis where the text is surface-level

Do NOT:

- Repeat ideas in different words
- Add generic filler paragraphs
- Use padding phrases like “It’s worth noting that” or “In addition to the above”
- Change the original meaning or voice

Maintain the original author’s tone and style. Every added sentence must earn its place with new information or insight.

PRO TIP: After expansion, delete any sentence that doesn’t teach, prove, or advance — if you can remove it without losing meaning, it’s filler.

RECOMMENDED TOOL: Claude — best at substantive expansion that doesn’t feel padded.

PROMPT #59: Cliché & Weak Language Remover

WHEN TO USE: *Use when your text feels generic and needs fresh, original language.

THE PROMPT:

You are a ruthless writing editor who eliminates clichés and weak language. Review the following text and replace every cliché, overused phrase, and weak construction with original, vivid alternatives.

Text to edit:

"""

[PASTE YOUR TEXT HERE]

"""

Flag and replace:

1. Clichés (e.g., “at the end of the day,” “think outside the box,” “game-changer”)

2. Weak verbs (e.g., “is,” “was,” “have” used excessively — replace with action verbs)

3. Hedge words (e.g., “very,” “really,” “quite,” “somewhat,” “just” — either commit or cut)

4. Corporate jargon (e.g., “leverage,” “synergy,” “deep dive,” “circle back,” “move the needle”)

5. Empty intensifiers (e.g., “incredibly,” “absolutely,” “literally”)

6. Passive constructions that should be active

For each change:

- Show the original phrase

- Show the replacement

- Brief explanation of why it’s stronger

Preserve the author’s voice and intent. Make it sharper, not different.

PRO TIP: Run this prompt on everything you write before publishing — cliché-free writing instantly signals expertise and credibility.

RECOMMENDED TOOL: Claude — most thorough at identifying and replacing weak language patterns.

PROMPT #60: Voice Matching Editor

WHEN TO USE: *Use when new content needs to match the established voice of an existing brand, author, or publication.

THE PROMPT:

You are a ghostwriting editor who specializes in voice matching. Rewrite the following text to match the voice demonstrated in the reference sample.

Reference voice sample (DO NOT modify this — use it as the style guide):
"""

[PASTE 300–500 WORDS OF THE TARGET VOICE]
"""

Text to rewrite in this voice:

"""

[PASTE THE TEXT THAT NEEDS VOICE MATCHING]
"""

Analyze the reference voice for:

- Sentence length patterns (short, long, mixed)
- Vocabulary level and word choice tendencies
- Use of humor, metaphor, or directness
- Paragraph structure
- Punctuation habits (em dashes, semicolons, ellipses)
- Formality level
- First/second/third person preference
- Any signature phrases or patterns

Then rewrite the text to match every identified pattern. The reader should not be able to tell that two different authors wrote these pieces.

PRO TIP: Provide at least 500 words of reference text — the more source material, the more accurate the voice match.

RECOMMENDED TOOL: Claude — the most sophisticated model for voice analysis and replication.

PROMPT #61: Grammar, Clarity & Polish Editor

WHEN TO USE: *Use when your draft is done and needs a final editing pass for grammar, clarity, and readability.

THE PROMPT:

You are a professional copyeditor performing a final edit pass. Review and improve the following text for grammar, clarity, and readability.

Text to edit:
"""

[PASTE YOUR TEXT HERE]
"""

Edit for:

1. Grammar and punctuation errors

2. Awkward phrasing or unclear sentences

3. Redundant words or phrases (cut them)

4. Consistency (spelling, capitalization, formatting, tense)

5. Sentence variety (break up monotonous patterns)

6. Paragraph transitions (ensure smooth flow between ideas)

7. Word choice precision (replace vague words with specific ones)

Output format:

- The edited text with all changes applied

- A brief “Editor’s Notes” section listing the 5 most significant changes and why they improve the text

Do NOT change the voice, restructure arguments, or add new content. This is a polish pass, not a rewrite.

PRO TIP: Run this prompt after stepping away from your draft for at least 24 hours — fresh eyes (even AI eyes) catch more when the text isn’t fresh.

RECOMMENDED TOOL: Claude — most thorough and nuanced at language-level editing.

PROMPT #62: Persuasion Enhancer

WHEN TO USE: *Use when your text needs to be more convincing without feeling manipulative.

THE PROMPT:

You are a persuasion and influence expert trained in Cialdini’s principles. Enhance the persuasiveness of the following text without making it feel manipulative or pushy

Text to enhance:

"""

[PASTE YOUR TEXT HERE]

"""

Target action: [WHAT YOU WANT THE READER TO DO AFTER READING]

Audience resistance level: [LOW / MEDIUM / HIGH — how skeptical are they?]

Apply these persuasion principles where natural:

1. Social proof: Add references to others who've done this / believe this
2. Authority: Strengthen credibility signals
3. Reciprocity: Add value before making the ask
4. Scarcity: Highlight what they miss by not acting (if truthful)
5. Consistency: Connect to commitments they've already made
6. Liking: Increase relatability and rapport

Requirements:

- Every persuasion element must be truthful and ethical
- Maintain the original tone
- Strengthen weak arguments with specifics
- Remove anything that sounds desperate or pushy
- Add strategic placement of evidence and social proof

Show the enhanced version, then list each persuasion technique used and where.

PRO TIP: The most persuasive writing doesn't feel persuasive — it feels like helpful advice from someone who understands your situation.

RECOMMENDED TOOL: Claude — best at nuanced, ethical persuasion enhancement.

PROMPT #63: SEO Content Optimizer

WHEN TO USE: *Use when you have existing content that needs to rank better in search engines.

THE PROMPT:

You are an SEO content specialist. Optimize the following article for search engine ranking while maintaining readability and value.

Current article:

"""

[PASTE YOUR ARTICLE HERE]

"""

Target keyword: [PRIMARY KEYWORD]

Secondary keywords: [KEYWORD 1], [KEYWORD 2], [KEYWORD 3]

Current ranking: [POSITION IF KNOWN, OR “NOT RANKING”]

Top competing articles: [COMPETITOR URL 1], [COMPETITOR URL 2]

Optimize for:

1. Title tag: Include primary keyword, under 60 characters
2. Meta description: Include primary keyword, under 155 characters, compelling click
3. H1: Incorporates primary keyword naturally
4. H2/H3 structure: Include secondary keywords in subheadings
5. Keyword density: Primary keyword 1–2% naturally throughout
6. Internal linking: Suggest [INTERNAL LINK: topic] placements
7. Featured snippet optimization: Format key sections for snippet capture
8. Image alt text: Suggest alt text for [NUMBER] images
9. Content gaps: What the top competitors cover that this article doesn’t
10. Readability: Ensure scannable formatting with appropriate white space

Output the fully optimized article plus a checklist of all changes made.

PRO TIP: Focus on matching search intent first, keyword placement second — Google rewards articles that give searchers exactly what they wanted.

RECOMMENDED TOOL: Perplexity (for research), then Claude (for optimization).

PROMPT #64: Executive Summary Extractor

WHEN TO USE: *Use when you need a concise executive summary extracted from a longer document.

THE PROMPT:

You are a management consultant who writes executive summaries for C-suite leaders. Create an executive summary from the following document.

Full document:

"""

[PASTE YOUR DOCUMENT HERE — or key sections if too long]

"""

Context: This executive summary will be read by [AUDIENCE — CEO, board, investors, client]

Decision needed: [WHAT DECISION THIS INFORMS, IF ANY]

Structure:

1. Bottom line up front (1–2 sentences): The key finding or recommendation

2. Context (2–3 sentences): Why this matters and what prompted the analysis

3. Key findings (3–5 points): Most important insights, prioritized by impact

4. Recommendations (2–4 points): Specific, actionable next steps with owners and timelines

5. Risks/considerations (2–3 points): What could go wrong or needs attention

Requirements:

- Total length: [200 / 300 / 500] words

- Must stand alone — reader should understand the situation without reading the full document

- Lead with the conclusion, not the process

- Use numbers and specifics, not vague language

- Bold the single most important sentence

Do NOT include methodology, process details, or background that isn't essential for the decision at hand.

PRO TIP: Write the executive summary LAST but place it FIRST — the best summaries are written after the analysis is complete.

RECOMMENDED TOOL: Claude — excels at distilling complex documents into clear, prioritized summaries.

PROMPT #65: Translation & Localization Adapter

WHEN TO USE: *Use when you need to adapt content for a different language, culture, or regional audience.

THE PROMPT:

You are a professional translator and cultural localization expert. Adapt the following content for [TARGET LANGUAGE / TARGET MARKET].

Original content:

"""

[PASTE YOUR CONTENT HERE]

"""

Source language/market: [ORIGINAL LANGUAGE AND REGION]

Target language/market: [TARGET LANGUAGE AND REGION]

Content type: [MARKETING / TECHNICAL / LEGAL / EDUCATIONAL / CREATIVE]

Brand voice: [MAINTAIN / ADAPT TO LOCAL NORMS]

Localization requirements:

- Translate the meaning, not word-for-word

- Adapt idioms, metaphors, and cultural references to resonate locally

- Adjust formatting for local conventions (date format, currency, measurements)

- Flag any content that might be culturally sensitive or inappropriate in the target market

- Adapt humor, tone, and formality to local expectations

- Replace examples with locally relevant alternatives where needed

- Keep brand names and product names unchanged unless there’s an established local version

Output:

1. The localized content

2. A “Localization Notes” section listing every cultural adaptation made and why

3. Any sections flagged for human review

Do NOT produce a literal translation. This is localization — the final text should feel like it was originally written for the target audience.

PRO TIP: Always have a native speaker in the target market review localized content — AI catches the language but can miss cultural nuance.

RECOMMENDED TOOL: Claude — strongest multilingual capabilities with cultural awareness.

Creative Writing

PROMPT #66: Short Story Premise Generator

WHEN TO USE: *Use when you need a compelling story idea with built-in conflict, characters, and stakes.

THE PROMPT:

You are a creative writing consultant who has helped develop premises for award-winning short fiction. Generate 5 unique short story premises for the genre: [GENRE — literary fiction, sci-fi, thriller, romance, horror, magical realism].

For each premise, provide:

- Logline: One sentence that captures the story (who + what + stakes)
- Protagonist: Name, age, defining trait, and internal conflict
- Setting: Time, place, and why this setting matters to the story
- Central conflict: The external problem AND the internal struggle
- The twist or revelation: What the reader doesn't see coming
- Emotional core: The universal human experience this story explores
- Opening line: A suggested first sentence that hooks immediately
- Estimated word count: [1,000 / 3,000 / 5,000 / 10,000]

Requirements:

- Each premise must be genuinely original (no rehashed tropes without subversion)
- At least one premise should be based on a "what if?" question
- At least one should be character-driven (plot emerges from character choice)
- At least one should play with structure or perspective in an interesting way

Themes to explore: [THEME 1], [THEME 2] (or leave blank for full creative freedom)

PRO TIP: The best story premises can be stated in one sentence — if you need two, your concept isn't focused enough yet.

RECOMMENDED TOOL: Claude — generates the most original, nuanced premises with genuine depth.

PROMPT #67: Character Development Deep Dive

WHEN TO USE: *Use when you need a fully realized character with depth, contradictions, and arc potential.

THE PROMPT:

You are a character development specialist who creates characters for novels and screenplays. Build a complete character profile for [CHARACTER NAME] in [GENRE] [FORMAT — novel, short story, screenplay, series].

Basic information:

- Role in story: [PROTAGONIST / ANTAGONIST / SUPPORTING]

- Age: [AGE]

- Setting/world: [STORY SETTING]

Build these layers:

1. External: Appearance (3 distinctive physical traits), speech patterns, habits, occupation, daily routine

2. Psychological: Myers-Briggs type suggestion, attachment style, coping mechanisms, what they're most afraid of, what they want vs. what they need

3. Backstory: The 3 defining events that shaped who they are today. For each: what happened, how old they were, and how it changed them

4. Relationships: Their dynamic with [3 OTHER CHARACTERS — or generate relationship types they need]

5. Voice: Write 3 sample dialogue lines that capture how they speak (vocabulary, rhythm, tone)

6. Arc: Where they start emotionally → the crisis that forces change → where they end up

7. Contradiction: The one thing about them that surprises people (the tough character who cries at movies, etc.)

Make this character feel like a real person with contradictions, not a collection of traits.

PRO TIP: Characters become real when they want two things that contradict each other — build the contradiction first, then everything else follows.

RECOMMENDED TOOL: Claude — creates the most psychologically complex, believable characters.

PROMPT #68: Dialogue Scene Writer

WHEN TO USE: *Use when you need a dialogue-driven scene that reveals character and advances plot simultaneously.

THE PROMPT:

You are a dialogue specialist known for writing conversations that crackle with tension and subtext. Write a dialogue scene between [CHARACTER A] and [CHARACTER B].

Scene context:

- Setting: [WHERE AND WHEN]

- What just happened: [THE EVENT THAT TRIGGERS THIS CONVERSATION]

- Character A's goal: [WHAT THEY WANT FROM THIS CONVERSATION]

- Character B's goal: [WHAT THEY WANT — ideally in conflict with A]

- The secret: [WHAT ONE OR BOTH CHARACTERS ARE NOT SAYING]

- Emotional stakes: [WHAT'S AT RISK IF THIS GOES WRONG]

Requirements:

- Subtext: What they say should differ from what they mean

- Character voice: Each character must sound distinctly different (vocabulary, sentence length, patterns)

- Beats: Include action beats between dialogue lines (gestures, glances, silences)

- Escalation: The tension should build — start civil, end with stakes raised

- No info-dumping: Characters should never explain things they both already know

- Length: [500–1,500] words

Write the scene in prose format with dialogue tags and action beats, not screenplay format.

PRO TIP: Read your dialogue out loud with another person — if either role sounds unnatural when spoken, rewrite it.

RECOMMENDED TOOL: Claude — most natural dialogue with genuine subtext and character distinction.

PROMPT #69: World-Building Framework

WHEN TO USE: *Use when you need to create a consistent, detailed world for a novel, series, or creative project.

THE PROMPT:

You are a world-building consultant for speculative fiction. Design a comprehensive world for a [GENRE — sci-fi, fantasy, dystopian, alternate history, magical realism] story set in [TIME PERIOD / ERA].

Core concept: [THE SINGLE “RULE” OR ELEMENT THAT MAKES THIS WORLD DIFFERENT]

Build these systems:

1. Physical world: Geography, climate, notable locations, how the unique element affects the physical environment

2. Society: Government structure, social hierarchy, cultural norms, taboos, and how the unique element shapes social dynamics

3. Economy: What’s valued, what’s traded, wealth distribution, and how the unique element creates economic consequences

4. Technology/Magic: Rules, limitations, costs, who has access, and how it’s controlled or regulated

5. History: 3 pivotal historical events that shaped the current world — each with lasting consequences still felt today

6. Daily life: What a typical day looks like for someone at the top, middle, and bottom of society

7. Conflict sources: The 3 biggest tensions in this world right now (political, social, resource-based)

8. Sensory details: 5 unique sights, sounds, smells, or textures specific to this world

The world should feel lived-in, not designed. Include contradictions and messiness — real worlds aren't perfectly logical.

PRO TIP: Great worlds have one core rule that creates cascading consequences — if you change one thing, everything else should logically follow.

RECOMMENDED TOOL: Claude — builds the most internally consistent and richly detailed worlds.

PROMPT #70: Plot Problem Solver

WHEN TO USE: *Use when you‘re stuck on a plot hole, pacing issue, or narrative problem in your story.

THE PROMPT:

You are a story doctor — a developmental editor who fixes broken narratives. I'm stuck on a plot problem in my [GENRE] story and need your help.

Story summary: [2–3 SENTENCE OVERVIEW]

The problem: [DESCRIBE THE SPECIFIC ISSUE — plot hole, pacing problem, character motivation gap, logic break, missing connection, unsatisfying resolution]

What I've tried: [SOLUTIONS YOU'VE CONSIDERED AND WHY THEY DON'T WORK]

Constraints:

- These elements cannot change: [NON-NEGOTIABLE PLOT POINTS]

- Established facts: [KEY DETAILS THAT MUST REMAIN TRUE]

- Tone: [THE FEEL OF THE STORY]

- Theme: [WHAT THE STORY IS ULTIMATELY ABOUT]

Provide 3 distinct solutions:

1. The elegant fix: The simplest change that resolves the problem

2. The creative fix: A solution that turns the problem into a feature (makes the story better than if the problem never existed)

3. The structural fix: A deeper change that addresses the root cause, possibly restructuring surrounding elements

For each solution: describe the change, show how it ripples through the story, and note what else needs adjustment.

Be honest about tradeoffs. No solution is perfect — tell me what each one costs.

PRO TIP: Most plot problems are character motivation problems in disguise — when a scene doesn't work, ask 'Why would this character actually do this?'

RECOMMENDED TOOL: Claude — the most sophisticated narrative problem-solver available.

Additional Content Prompts

PROMPT #71: Reddit Post & Comment Strategy

WHEN TO USE: *Use when you want to participate in Reddit communities for brand visibility or research.

THE PROMPT:

You are a Reddit marketing strategist. Create a Reddit engagement plan for [BRAND/PRODUCT] in the [NICHE] space.

Subreddits to target: [LIST 3-5 RELEVANT SUBREDDITS]

Goal: [BUILD AUTHORITY / DRIVE TRAFFIC / RESEARCH / COMMUNITY]

Generate:

1. Profile optimization: Username, bio, karma-building strategy

2. Value-first posts: 5 post ideas that provide genuine value (not promotional)

3. Comment templates: 5 thoughtful comment templates for engaging in discussions

4. AMA structure: Framework for a successful Ask Me Anything

5. Rules awareness: Key subreddit rules to never violate

6. Timing: Best days and times to post for each subreddit

7. Long-term strategy: 30-day plan for building credibility

Do NOT be promotional. Reddit communities detect and punish self-promotion. Lead with value, expertise, and genuine participation.

PRO TIP: Spend 30 days participating genuinely before ever mentioning your product — Redditors have zero tolerance for marketers who skip this step.

RECOMMENDED TOOL: ChatGPT — quick at generating community-appropriate content.

PROMPT #72: Email Subject Line A/B Test Generator

WHEN TO USE: *Use when you need multiple subject line options to test for maximum open rates.

THE PROMPT:

You are an email marketing optimization expert. Generate 20 subject line variations for an email about [TOPIC/OFFER].

Email type: [NEWSLETTER / SALES / ANNOUNCEMENT / FOLLOW-UP]

Audience: [WHO RECEIVES THIS]

Key benefit: [WHAT THE READER GETS]

Tone: [PROFESSIONAL / CASUAL / URGENT / PLAYFUL]

Generate 4 subject lines in each category:

1. Curiosity gap: Create an information gap that demands opening

2. Benefit-driven: Lead with what they get

3. Urgency/scarcity: Time-sensitive language

4. Personal/question: Direct question or personal address

5. Number/list: Include a specific number

For each: Subject line (under 50 characters), preview text (under 90 characters), and why it works.

Rules: No spam trigger words (free, act now, limited time), no ALL CAPS, no excessive punctuation.

PRO TIP: Test 2 subject lines per send with a 10% sample, then send the winner to the remaining 90% — most email platforms support this natively.

RECOMMENDED TOOL: ChatGPT — fastest at generating bulk subject line variations.

PROMPT #73: Podcast Guest Pitch Email

WHEN TO USE: *Use when you want to pitch yourself as a guest on a relevant podcast.

THE PROMPT:

You are a podcast PR specialist. Write a guest pitch email to the host of [PODCAST NAME].

My expertise: [YOUR AREA OF EXPERTISE]

My credentials: [KEY CREDENTIALS]

Podcast topic fit: [WHY YOUR EXPERTISE MATCHES THEIR SHOW]

Episode idea: [SPECIFIC TOPIC YOU'D DISCUSS]

Unique angle: [WHAT MAKES YOUR PERSPECTIVE DIFFERENT]

Structure:

- Subject: Specific and personal (reference a recent episode)

- Opening: Show you listen to their show (reference specific episode and insight)

- Your pitch: The episode idea and why their audience would love it (3 sentences)

- Credentials: Brief proof you're qualified (2 sentences)

- Easy yes: Offer 3 specific topic angles they can choose from

- Social proof: Listener count, other podcasts you've been on, or media features

- Close: Low-pressure ask with your availability

Total length: Under 150 words. Podcast hosts get dozens of pitches — yours must stand out in 10 seconds.

PRO TIP: Personalization is everything — mention a specific episode you genuinely enjoyed and what you'd add to the conversation.

RECOMMENDED TOOL: Claude — handles personalized outreach with authentic voice.

PROMPT #74: YouTube Video Script Writer

WHEN TO USE: *Use when you need a complete script for a YouTube video that retains viewers.

THE PROMPT:

You are a YouTube content strategist. Write a complete script for a [LENGTH]-minute YouTube video titled "[VIDEO TITLE]."

Channel niche: [NICHE]

Target viewer: [AUDIENCE]

Video goal: [EDUCATE / ENTERTAIN / CONVERT / GROW SUBSCRIBERS]

Script structure:

- Cold open (0:00-0:15): Hook that stops the scroll — pattern interrupt or bold promise

- Intro (0:15-0:45): Brief channel intro, what they'll learn, why it matters

- Content section 1 (0:45-[TIME]): First major point with example

- Retention bump: Re-hook viewers ("But here's where it gets interesting...")

- Content section 2 ([TIME]-[TIME]): Second major point

- Content section 3 ([TIME]-[TIME]): Third major point

- CTA (last 30 seconds): Subscribe, comment prompt, next video tease

Include:

- B-roll suggestions in [BRACKETS]

- On-screen text callouts

- Thumbnail concept (title + visual description)

- Video description with timestamps and keywords

- 3 comment-pinning options to drive engagement

PRO TIP: Front-load your best content — YouTube measures Average View Duration, and the first 30 seconds determine whether 70% of viewers stay or leave.

RECOMMENDED TOOL: Claude — creates detailed, retention-optimized scripts.

PROMPT #75: Webinar Promotion Email Sequence

WHEN TO USE: *Use when you need a multi-email sequence to drive webinar registrations.

THE PROMPT:

You are a webinar marketing expert. Write a 5-email promotional sequence for a webinar titled "[WEBINAR TITLE]" happening on [DATE].

Webinar topic: [TOPIC]

Speaker: [NAME AND CREDENTIALS]

Target audience: [WHO SHOULD ATTEND]

Key benefit: [WHAT ATTENDEES WILL LEARN/GET]

Email sequence:

1. Announcement (2 weeks before): Introduce the webinar and create excitement

2. Value preview (1 week before): Share one insight from the webinar as a teaser

3. Social proof (3 days before): Registration count, speaker credibility, attendee testimonials

4. Last chance (day before): Urgency-driven, limited spots messaging

5. Day-of reminder (2 hours before): Quick reminder with join link and agenda

For each email: Subject line (2 options), preview text, body copy, CTA button text.

Total: Each email under 150 words. Clear, compelling, escalating urgency.

PRO TIP: Include a replay incentive in the announcement email — 'Can't make it live? Register anyway and we'll send the recording.' This can double registrations.

RECOMMENDED TOOL: ChatGPT — fast at generating email sequence variations.

PROMPT #76: Brand Voice Guide Creator

WHEN TO USE: *Use when you need to define and document a brand‘s writing voice and tone.

THE PROMPT:

You are a brand strategist. Create a comprehensive brand voice guide for [BRAND NAME].

Brand description: [WHAT THE BRAND DOES]

Target audience: [WHO THE BRAND SPEAKS TO]

Brand values: [CORE VALUES]

Personality: [3-5 PERSONALITY TRAITS]

Competitors to differentiate from: [COMPETITOR VOICES]

Document:

1. Voice attributes: 4 key characteristics with “We are / We are not” examples

2. Tone spectrum: How voice adjusts for different contexts (social, support, sales, crisis)

3. Vocabulary: Words we use vs. words we avoid (10 each)

4. Grammar and style: Sentence length, contractions, Oxford comma, emoji policy

5. Examples: Before/after rewrites showing the voice applied to real content types

6. Channel guidelines: How voice adapts for email, social, website, support

7. Do/Don’t checklist: Quick reference for content creators

Make this actionable enough that a new team member could write on-brand content after reading it.

PRO TIP: Test your brand voice guide by giving it to someone who’s never written for your brand — if they can produce on-brand content, the guide works.

RECOMMENDED TOOL: Claude — creates the most nuanced, actionable brand voice guides.

PROMPT #77: Twitter/X Bio & Profile Optimization

WHEN TO USE: *Use when optimizing a Twitter/X profile for growth and professional credibility.

THE PROMPT:

You are a Twitter/X growth strategist. Optimize the profile for [NAME/BRAND] in the [NICHE] space.

Current bio: [EXISTING BIO]

Goal: [WHAT YOU WANT THE PROFILE TO ACHIEVE]

Target followers: [WHO YOU WANT TO ATTRACT]

Key credentials: [PROOF POINTS]

Optimize:

1. Display name: Should it include keywords or emoji?
2. Bio (160 chars): 3 versions — authority, personality, hybrid
3. Location: Strategic use
4. Website link: Where to send traffic
5. Pinned tweet: What to pin and why
6. Header image: Concept description
7. Profile photo: Recommendations
8. Bio link strategy: Direct vs. link-in-bio tool

Each element should work together to answer: Who is this person, why should I follow them, and what will I get?

PRO TIP: Your pinned tweet should be your single best-performing tweet — it's the first content new profile visitors see after your bio.

RECOMMENDED TOOL: ChatGPT — quick at generating profile copy variations.

PROMPT #78: Content Repurposing Chain

WHEN TO USE: *Use when you want to turn one piece of content into 10+ pieces across platforms.

THE PROMPT:

You are a content repurposing strategist. Take this original content and create a complete repurposing chain.

Original content: [DESCRIBE OR PASTE — blog post, video, podcast, presentation]

Original platform: [WHERE IT WAS PUBLISHED]

Target platforms: [LIST ALL PLATFORMS TO REPURPOSE TO]

Repurposing chain:

1. Original → Twitter/X thread (5-10 tweets)
2. Original → LinkedIn post (storytelling format)
3. Original → Instagram carousel (8-10 slides)
4. Original → TikTok/Reels script (30-60 seconds)
5. Original → Email newsletter segment
6. Original → YouTube Shorts script
7. Original → Pinterest infographic concept
8. Original → Podcast talking points
9. Original → Blog post (if original wasn't blog)
10. Original → Quote graphics (5 shareable quotes)

For each: Adapted content ready to post, not just a description of what to create.

Key principle: Each piece must feel native to its platform, not like a copy-paste.

PRO TIP: Create all 10 pieces in one batch session — repurposing is 10x faster when you're already in the content's headspace.

RECOMMENDED TOOL: Claude — creates the most platform-appropriate adaptations.

PROMPT #79: LinkedIn Article Writer (Long-Form)

WHEN TO USE: *Use when publishing a long-form article on LinkedIn to establish thought leadership.

THE PROMPT:

You are a LinkedIn publishing strategist. Write a long-form LinkedIn article titled "[TITLE]" for [AUTHOR NAME/ROLE].

Topic: [SUBJECT]

Target reader: [LINKEDIN AUDIENCE SEGMENT]

Author’s perspective: [UNIQUE ANGLE OR EXPERIENCE]

Goal: [THOUGHT LEADERSHIP / LEAD GENERATION / CAREER VISIBILITY]

Article structure:

- Headline: Compelling, keyword-rich, under 70 characters
- Hook paragraph: Why this matters right now (3 sentences)
- Section 1: The problem or trend (with data)
- Section 2: Your framework or approach (the unique value)
- Section 3: Practical application with examples
- Section 4: Results or outcomes (proof it works)
- Conclusion: Key takeaway and call to action
- Author bio: 2-sentence credential at the end

Word count: [800-1,500]

Tone: Professional but personal — this should sound like an expert sharing hard-won insights, not a corporate blog post.

Include 3 key quotes/pull quotes formatted for easy scanning.

PRO TIP: Publish LinkedIn articles on Tuesday or Wednesday morning — article engagement peaks mid-week when professionals are in work mode.

RECOMMENDED TOOL: Claude — writes authoritative, engaging long-form LinkedIn content.

PROMPT #80: Influencer Outreach Email

WHEN TO USE: *Use when reaching out to an influencer for collaboration, sponsorship, or partnership.

THE PROMPT:

You are an influencer marketing specialist. Write an outreach email to [INFLUENCER NAME/HANDLE] about a collaboration with [YOUR BRAND].

Influencer details:

- Platform: [THEIR PRIMARY PLATFORM]
- Niche: [THEIR CONTENT FOCUS]
- Audience size: [FOLLOWER COUNT]

- Content style: [WHAT THEY’RE KNOWN FOR]

Collaboration proposal:

- Type: [SPONSORED POST / PRODUCT REVIEW / AFFILIATE / BRAND AMBASSADOR / CO-CREATION]

- Compensation: [PAYMENT / FREE PRODUCT / COMMISSION / HYBRID]

- Deliverables: [WHAT YOU’RE ASKING FOR]

- Timeline: [WHEN]

Email structure:

- Subject: Personal and specific (mention their content)

- Opening: Reference specific content you genuinely admire

- Why them: Alignment between their audience and your brand

- The offer: Clear, specific, mutually beneficial proposal

- Flexibility: Show you’re open to their creative input

- Easy next step: Simple reply or call scheduling

Total length: Under 200 words. Influencers receive hundreds of pitches — lead with genuine appreciation, not your brand’s pitch deck.

PRO TIP: Research their previous brand partnerships before reaching out — reference what worked well and propose something that builds on their style.

RECOMMENDED TOOL: Claude — crafts personalized, respectful influencer outreach.

Chapter 3: Business & Strategy

Strategy work is where prompt quality compounds the fastest. A vague strategic question produces a generic SWOT. A precisely structured prompt — one that establishes your business model, names the constraint, defines what 'better' looks like — produces analysis that would cost five figures from a consulting firm. The prompts in this chapter cover business models, competitive analysis, financial modeling, market entry, organizational design, and scenario planning. They are designed for founders, operators, and executives who need to think rigorously and decide quickly, with AI as a thinking partner rather than a slide-generation tool.

Strategic Planning

PROMPT #81: SWOT Analysis Generator

WHEN TO USE: *Use when you need a structured analysis of strengths, weaknesses, opportunities, and threats for strategic planning.

THE PROMPT:

You are a management consultant from a top-tier firm. Conduct a comprehensive SWOT analysis for [COMPANY/PRODUCT/INITIATIVE].

Context:

- Industry: [INDUSTRY]
- Company size: [REVENUE / EMPLOYEES / STAGE]
- Current strategic priority: [WHAT THEY'RE FOCUSED ON]
- Time horizon: [1-YEAR / 3-YEAR / 5-YEAR]

For each quadrant, provide:

- 5–7 items, ranked by impact

- Each item: One clear statement + 2–3 sentences of explanation with specific evidence or reasoning

- Quantify where possible (market share %, revenue figures, growth rates)

Then provide:

- Cross-analysis: Which strengths can address which threats? Which opportunities offset which weaknesses?

- Strategic priorities: Top 3 actions based on the SWOT

- Risk watch list: Top 3 items requiring immediate monitoring

Do NOT use generic statements like “strong brand” without explaining WHY it’s strong and providing evidence.

PRO TIP: The cross-analysis (matching strengths to threats, opportunities to weaknesses) is where the real strategic insight lives — don’t skip it.

RECOMMENDED TOOL: Claude — handles multi-dimensional strategic analysis with nuance.

PROMPT #82: Competitive Analysis Framework

WHEN TO USE: *Use when you need to understand your competitive landscape and identify strategic advantages.

THE PROMPT:

You are a competitive intelligence analyst. Conduct a comprehensive competitive analysis for [YOUR COMPANY] against [COMPETITOR 1], [COMPETITOR 2], and [COMPETITOR 3].

Industry: [INDUSTRY]

Your positioning: [HOW YOU CURRENTLY POSITION YOURSELF]

Analyze each competitor across:

1. Product/service offering: What they sell, key features, pricing model

2. Target market: Who they serve and how they segment

3. Value proposition: Their core promise and messaging

4. Strengths: What they do better than you

5. Weaknesses: Where they fall short

6. Recent moves: Product launches, partnerships, funding, hires in the last 12 months

7. Threat level: Low/Medium/High with justification

Then provide:

- Competitive positioning map: Where each player sits on [AXIS 1] vs. [AXIS 2]
- White space: Opportunities no competitor is addressing
- Your competitive advantages: What only YOU can claim
- Defensive priorities: Where you're most vulnerable to competitive attack
- Recommended actions: 5 strategic moves based on this analysis

PRO TIP: Update this analysis quarterly — competitive landscapes shift faster than most companies realize.

RECOMMENDED TOOL: Perplexity (research) + Claude (analysis).

PROMPT #83: Market Sizing & TAM Calculator

WHEN TO USE: *Use when you need to estimate total addressable market, serviceable market, or market opportunity size.

THE PROMPT:

You are a market research analyst specializing in market sizing. Calculate the market opportunity for [PRODUCT/SERVICE] in [GEOGRAPHY].

Product/service: [DESCRIPTION]

Target customer: [WHO BUYS THIS]

Pricing: [YOUR PRICE POINT]

Geography: [MARKET — US, North America, Global, specific region]

Calculate using both approaches:

Top-down approach:

- Total industry market size (cite source or reasoning)
- Segment relevant to your product
- Realistic capture rate
- Result: TAM → SAM → SOM

Bottom-up approach:

- Number of potential customers in target segment
- Expected conversion/adoption rate

- Average revenue per customer
- Result: Realistic revenue opportunity

Provide:

- TAM (Total Addressable Market)
- SAM (Serviceable Addressable Market)
- SOM (Serviceable Obtainable Market — realistic year 1–3)
- Key assumptions listed and explained
- Sensitivity analysis: How SOM changes if key assumptions shift ±20%
- Comparable companies and their market share for validation

Show all math. Label all assumptions clearly.

PRO TIP: Investors scrutinize the SAM-to-SOM bridge most — make your capture rate assumptions defensible with comparables.

RECOMMENDED TOOL: Perplexity (market data) + Claude (analysis and calculation).

PROMPT #84: Business Model Canvas Generator

WHEN TO USE: *Use when you need to map out a complete business model on one page.

THE PROMPT:

You are a startup strategist. Complete a Business Model Canvas for [BUSINESS/PRODUCT/IDEA].

Business description: [WHAT YOU DO IN 2–3 SENTENCES]

Stage: [IDEA / PRE-REVENUE / EARLY REVENUE / GROWTH / MATURE]

Industry: [INDUSTRY]

Fill in all 9 blocks with specificity:

1. Customer Segments: Who are your customers? Be specific (demographics, psychographics, jobs-to-be-done)

2. Value Propositions: What problem do you solve? Why choose you over alternatives?

3. Channels: How do customers find and buy from you? (acquisition, delivery, support)

4. Customer Relationships: How do you interact? (self-service, personal, automated, community)

5. Revenue Streams: How do you make money? (pricing model, payment structure, recurring vs. one-time)

6. Key Resources: What do you need to deliver? (tech, people, IP, data)

7. Key Activities: What must you do exceptionally well?

8. Key Partnerships: Who do you need? (suppliers, platforms, alliances)

9. Cost Structure: Major cost categories (fixed vs. variable, economies of scale)

For each block: 3–5 specific entries with brief explanation.

Then add:

- Unfair advantage: What's defensible and hard to copy?

- Biggest risk: Which block is most uncertain?

- First validation step: What to test first and how

PRO TIP: The most important block is Value Propositions — if that's wrong, nothing else matters. Start there.

RECOMMENDED TOOL: Claude — handles structured frameworks with strategic depth.

PROMPT #85: OKR Setting Framework

WHEN TO USE: *Use when setting Objectives and Key Results for a team, department, or company.

THE PROMPT:

You are an OKR coach who has implemented OKRs at companies from startups to Fortune 500. Help me set OKRs for [TEAM/DEPARTMENT/COMPANY] for [TIME PERIOD — quarterly/annual].

Context:

- Company mission: [MISSION]

- This period's strategic priority: [TOP PRIORITY]

- Team/department: [NAME AND FUNCTION]

- Team size: [NUMBER]

- Last period’s results: [BRIEF SUMMARY OF WHAT WAS ACHIEVED]

Generate 3 Objectives, each with 3–4 Key Results:

For each Objective:

- Clear, aspirational, qualitative statement (no numbers in the objective itself)
- Why this matters now (1 sentence)
- Alignment: How it connects to company strategy

For each Key Result:

- Specific, measurable, time-bound
- Starting metric (baseline)
- Target metric (ambitious but achievable — 70% confidence)
- How it will be measured
- Owner

Also provide:

- Grading rubric: What constitutes 0.0, 0.3, 0.7, and 1.0 for each KR
- Dependencies: What could block progress
- Leading indicators: What to watch weekly to know if you’re on track

OKRs should be ambitious — if you’re hitting 100% every quarter, they’re not stretch goals.

PRO TIP: The best Key Results measure outcomes (revenue, retention, satisfaction) not outputs (tasks completed, meetings held).

RECOMMENDED TOOL: Claude — best at creating measurable, aligned OKRs with strategic coherence.

PROMPT #86: 90-Day Strategic Plan Builder

WHEN TO USE: *Use when you need a focused, actionable plan for the next quarter.

THE PROMPT:

You are an execution-focused strategist. Build a 90-day plan for [TEAM/COMPANY/INDIVIDUAL] to achieve [PRIMARY GOAL].

Current state: [WHERE YOU ARE NOW]

Desired state in 90 days: [WHERE YOU WANT TO BE]
Resources available: [BUDGET, TEAM SIZE, TOOLS]
Constraints: [LIMITATIONS — time, money, people, technology]
Structure:
Month 1 — Foundation:
- Week-by-week priorities (4 weeks)
- Key milestones to hit by day 30
- Quick wins to build momentum (achievable in week 1–2)
Month 2 — Acceleration:
- Week-by-week priorities
- Key milestones to hit by day 60
- Decision points: What data will you have to inform pivots?
Month 3 — Results & Optimization:
- Week-by-week priorities
- Key milestones to hit by day 90
- Measurement and reporting plan
For each week: 1 primary focus, 2–3 specific tasks, and a success metric.
Also provide:
- Risk register: Top 5 risks with mitigation plans
- Accountability structure: How progress will be tracked and reported
- Day 90 assessment criteria: How to objectively evaluate if the plan succeeded

PRO TIP: Print the month 1 plan and put it on your wall — 90-day plans fail when people forget about them by week 3.

RECOMMENDED TOOL: Claude — excels at structured, time-bound planning with realistic pacing.

PROMPT #87: Annual Strategy Document Writer

WHEN TO USE: *Use when building a company or department annual strategy document.

THE PROMPT:

You are the Chief Strategy Officer drafting the annual strategy document for [COMPANY/DEPARTMENT] for fiscal year [YEAR].

Context:

- Company/department: [NAME AND DESCRIPTION]
- Last year's performance: [KEY RESULTS]
- Industry trends: [MAJOR TRENDS AFFECTING YOU]
- Leadership priorities: [WHAT THE CEO/LEADERSHIP HAS EMPHASIZED]
- Budget outlook: [GROWTH / FLAT / CONSTRAINED]

Document structure:

1. Executive Summary (300 words)
2. Year in Review: Achievements, misses, lessons learned
3. Market Context: Industry trends, competitive shifts, customer evolution
4. Strategic Vision: Where we're going and why
5. Strategic Pillars (3–4): Each with rationale, key initiatives, success metrics, resource requirements
6. Financial Framework: Revenue targets, investment priorities, efficiency goals
7. People Strategy: Hiring, development, culture priorities
8. Risk Assessment: Top risks and mitigation
9. Quarterly Milestones: Key checkpoints for each quarter
10. Governance: How strategy execution will be monitored

Word count: [3,000–5,000] for the full document.

Tone: Confident, data-informed, and inspiring. This document should make people excited about the year ahead while being honest about challenges.

PRO TIP: The best annual strategies fit on one page as a summary — if you can't simplify it to one page, it's too complex to execute.

RECOMMENDED TOOL: Claude — the only model that maintains strategic coherence across 5,000 words.

PROMPT #88: Scenario Planning Framework

WHEN TO USE: *Use when you need to prepare for multiple possible futures and develop contingency strategies.

THE PROMPT:

You are a scenario planning facilitator. Develop 4 distinct future scenarios for [COMPANY/INDUSTRY] over the next [3/5/10] years.

Key uncertainties to explore:

1. [UNCERTAINTY 1 — e.g., regulation, technology adoption, economic conditions]

2. [UNCERTAINTY 2 — e.g., competitive landscape, consumer behavior, geopolitics]

For each scenario (name each vividly):

- Narrative: 200-word story of how this future unfolds

- Key drivers: What causes this scenario to emerge

- Probability assessment: Likelihood percentage with reasoning

- Impact on [COMPANY]: Revenue, operations, market position

- Early warning signals: 3 indicators that this scenario is materializing

- Strategic response: What to do if this becomes reality

Then provide:

- No-regret moves: Actions that benefit you regardless of which scenario unfolds

- Hedging strategies: Investments that pay off in 2+ scenarios

- Monitoring dashboard: Top 10 signals to track quarterly

- Decision triggers: Specific thresholds that should prompt strategic pivots

PRO TIP: Name your scenarios with vivid, memorable titles (not ‘Scenario A’) — teams remember and reference them more in daily decisions.

RECOMMENDED TOOL: Claude — best at generating distinct, plausible future narratives with strategic rigor.

PROMPT #89: Risk Assessment Matrix

WHEN TO USE: *Use when you need to identify, evaluate, and prioritize risks for a project, initiative, or business.

THE PROMPT:

You are a risk management consultant. Create a comprehensive risk assessment for [PROJECT/INITIATIVE/BUSINESS].

Context:

- What you're assessing: [DESCRIPTION]
- Scope: [BOUNDARIES OF THE ASSESSMENT]
- Time horizon: [TIMEFRAME]
- Stakeholders: [WHO'S AFFECTED]

Identify 15–20 risks across these categories:

- Strategic risks (market, competitive, reputation)
- Operational risks (process, people, technology)
- Financial risks (revenue, cost, cash flow)
- External risks (regulatory, economic, geopolitical)
- Compliance risks (legal, data, industry-specific)

For each risk:

- Description: Clear statement of what could go wrong
- Likelihood: 1–5 scale with justification
- Impact: 1–5 scale with justification
- Risk score: Likelihood × Impact
- Velocity: How fast this risk could materialize (immediate/weeks/months/years)
- Current controls: What's already in place
- Recommended mitigation: Additional steps to reduce likelihood or impact
- Owner: Who should monitor and respond
- Trigger: What would signal this risk is materializing

Organize by risk score (highest first). Flag any risks above 15 as "Critical — requires immediate action plan."

PRO TIP: Review and update your risk matrix monthly — the risks that hurt you most are the ones you stopped watching.

RECOMMENDED TOOL: Claude — thorough at identifying risks across multiple categories with practical mitigations.

PROMPT #90: Opportunity Evaluation Scorecard

WHEN TO USE: *Use when evaluating whether to pursue a new business opportunity, market, or initiative.

THE PROMPT:

You are a strategy advisor. Create an opportunity evaluation scorecard for [OPPORTUNITY DESCRIPTION].

Opportunity: [WHAT'S BEING EVALUATED]

Current business: [YOUR CORE BUSINESS]

Resources available: [BUDGET, TEAM, TIME YOU COULD ALLOCATE]

Evaluate across these criteria (score 1–10 for each with justification):

1. Market attractiveness: Size, growth rate, competitive intensity
2. Strategic fit: Alignment with mission, leverages existing strengths
3. Financial potential: Revenue opportunity, margin profile, payback period
4. Competitive advantage: Can you win? What's your edge?
5. Execution feasibility: Do you have the capabilities? What gaps exist?
6. Resource requirements: Investment needed vs. available
7. Time to value: How long until this generates returns?
8. Risk level: What could go wrong and how bad would it be?
9. Opportunity cost: What you're NOT doing if you pursue this
10. Learning value: What capabilities do you build regardless of outcome?

Provide:

- Total weighted score (weight criteria by importance to your situation)
- GO / NO-GO / CONDITIONAL recommendation with rationale
- If GO: Key success factors and first 3 steps
- If CONDITIONAL: What must be true for this to be worth pursuing
- If NO-GO: What would need to change to reconsider

PRO TIP: The opportunity cost criterion (#9) is the most underrated — every YES to something new is a NO to something existing.

RECOMMENDED TOOL: Claude — provides balanced, nuanced evaluation without defaulting to optimism.

Financial Analysis

PROMPT #91: Revenue Projection Model

WHEN TO USE: *Use when you need to project revenue for an upcoming period with supporting assumptions.

THE PROMPT:

You are a financial analyst. Build a revenue projection for [COMPANY/PRODUCT] for [TIME PERIOD].

Current metrics:

- Monthly recurring revenue: [MRR]
- Average revenue per customer: [ARPU]
- Current customer count: [NUMBER]
- Monthly growth rate: [PERCENTAGE]
- Churn rate: [PERCENTAGE]
- Sales pipeline value: [AMOUNT]

Build 3 scenarios:

1. Conservative: What happens if growth slows and churn increases
2. Base case: Current trends continue with modest improvement
3. Aggressive: Best-case with all initiatives succeeding

For each scenario, provide:

- Monthly revenue projections for [12/24/36] months
- Key assumptions listed and explained
- Customer count trajectory
- Revenue mix by [PRODUCT LINE / CUSTOMER SEGMENT / CHANNEL]
- Sensitivity analysis: Which assumptions have the biggest impact
- Breakeven point if applicable

Show all calculations. Flag any assumptions that are guesses vs. data-backed.

PRO TIP: Always present the base case as your plan and the conservative case as your budget — optimism in projections destroys credibility.

RECOMMENDED TOOL: Claude — handles complex financial modeling logic and presents it clearly.

PROMPT #92: Break-Even Analysis

WHEN TO USE: *Use when you need to calculate when a product, service, or initiative will become profitable.

THE PROMPT:

You are a financial controller. Perform a break-even analysis for [PRODUCT/SERVICE/INITIATIVE].

Costs:

- Fixed costs (monthly): [LIST — rent, salaries, software, insurance]
- Variable cost per unit: [COST PER UNIT SOLD]
- One-time setup costs: [INITIAL INVESTMENT]

Revenue:

- Price per unit: [SELLING PRICE]
- Expected units per month (starting): [NUMBER]
- Monthly growth in units: [PERCENTAGE]

Calculate:

1. Break-even point in units (monthly and cumulative)
2. Break-even point in revenue
3. Break-even timeline: When will cumulative revenue exceed cumulative costs?
4. Contribution margin per unit and as a percentage
5. Margin of safety: How far above break-even are you at projected volume?

Sensitivity analysis:

- How break-even changes if price increases/decreases by 10%
- How break-even changes if variable costs increase by 15%
- How break-even changes if fixed costs increase by 20%

Present results in a clear summary with the key numbers highlighted. Show formulas used.

PRO TIP: Run the break-even with your worst-case variable costs, not your optimistic ones — surprises in costs are always upward.

RECOMMENDED TOOL: ChatGPT — fast at mathematical calculations and financial modeling.

PROMPT #93: Pricing Strategy Advisor

WHEN TO USE: *Use when you need to set or revise pricing for a product or service.

THE PROMPT:

You are a pricing strategist. Develop a pricing strategy for [PRODUCT/SERVICE].

Product: [DESCRIPTION]

Target market: [WHO BUYS THIS]

Current price (if any): [CURRENT PRICING]

Competitor pricing: [COMPETITOR 1: $X], [COMPETITOR 2: $X], [COMPETITOR 3: $X]

Cost to deliver: [YOUR COST PER UNIT/CUSTOMER]

Value delivered: [WHAT THE CUSTOMER GETS — quantify if possible]

Analyze and recommend:

1. Cost-plus pricing: Your costs + target margin = price. What does this yield?

2. Value-based pricing: What is this worth to the customer? What would they pay?

3. Competitive pricing: Where should you sit relative to competitors and why?

4. Psychological pricing: Optimal price points for perception ($97 vs $100, etc.)

Recommend:

- Pricing model: [ONE-TIME / SUBSCRIPTION / TIERED / USAGE-BASED / FREEMIUM]

- Specific price point(s) with justification

- Tier structure (if tiered): 2–3 tiers with features and prices

- Pricing page copy: How to present the price to maximize perceived value
- Discount strategy: When and how much to discount
- Price increase plan: When and how to raise prices over time

Avoid: Racing to the bottom. Your recommendation should maximize long-term revenue, not just conversion.

PRO TIP: Price based on value, not cost — customers don't care what it costs you, they care what it's worth to them.

RECOMMENDED TOOL: Claude — handles multi-factor pricing analysis with strategic depth.

PROMPT #94: Budget Creation Template

WHEN TO USE: *Use when building a departmental, project, or company budget from scratch.

THE PROMPT:

You are a financial planning manager. Create a detailed budget for [DEPARTMENT/PROJECT/COMPANY] for [TIME PERIOD].

Context:

- Purpose: [WHAT THIS BUDGET IS FOR]
- Total budget envelope: [AMOUNT IF KNOWN, or "RECOMMEND"]
- Team size: [NUMBER OF PEOPLE]
- Key initiatives: [PLANNED PROJECTS OR ACTIVITIES]
- Revenue target (if applicable): [AMOUNT]

Build the budget with these categories:

1. Personnel: Salaries, benefits, contractors, hiring
2. Technology: Software, hardware, infrastructure
3. Marketing: Advertising, events, content, tools
4. Operations: Office, travel, supplies, insurance
5. Professional services: Legal, accounting, consulting
6. [CUSTOM CATEGORY]: [SPECIFIC TO YOUR NEEDS]

For each line item:

- Monthly amount

- Annual total
- Justification (why this expense is necessary)
- Priority level: Must-have / Important / Nice-to-have
- Potential to reduce: Where you could cut 10–20% if needed

Include:
- Monthly cash flow view
- Quarterly review checkpoints
- Contingency reserve (recommend % of total)
- Variance tracking plan: How to monitor actual vs. budget

Format as a clear financial table with totals and subtotals.

PRO TIP: Build in 10–15% contingency that's not allocated to any specific line item — unexpected costs always appear.

RECOMMENDED TOOL: Claude — creates comprehensive, well-organized budget structures.

PROMPT #95: Cash Flow Forecast

WHEN TO USE: *Use when you need to project cash inflows and outflows to manage liquidity.

THE PROMPT:

You are a fractional CFO. Create a 12-month cash flow forecast for [COMPANY].

Current position:
- Cash on hand: [AMOUNT]
- Monthly revenue: [AMOUNT] (trend: [GROWING/FLAT/DECLINING])
- Monthly expenses: [AMOUNT]
- Accounts receivable: [AMOUNT AND AVERAGE COLLECTION DAYS]
- Accounts payable: [AMOUNT AND AVERAGE PAYMENT TERMS]

Recurring inflows:
- Revenue: [MONTHLY AMOUNT AND EXPECTED GROWTH]
- Other income: [SOURCES]

Recurring outflows:

- Payroll: [AMOUNT]
- Rent/overhead: [AMOUNT]
- Software/subscriptions: [AMOUNT]
- Marketing: [AMOUNT]
- Other: [LIST]

Irregular items:

- [EXPECTED LARGE EXPENSE OR INCOME WITH TIMING]

Build:

1. Month-by-month cash flow projection (inflows, outflows, net, cumulative)
2. Minimum cash balance identification (when are you lowest?)
3. Runway calculation: How many months of cash at current burn rate?
4. Stress test: What if revenue drops 20% for 3 months?
5. Recommendations: Actions to improve cash position
6. Alert thresholds: Cash balance levels that should trigger action

PRO TIP: Revenue isn't cash — a $50K invoice due in 60 days doesn't help you make payroll next week. Track CASH, not revenue.

RECOMMENDED TOOL: Claude — handles complex cash flow logic with clear presentation.

PROMPT #96: Unit Economics Calculator

WHEN TO USE: *Use when you need to understand the profitability of each customer or transaction.

THE PROMPT:

You are a startup financial analyst. Calculate comprehensive unit economics for [BUSINESS].

Inputs:

- Average selling price: [ASP]
- Cost of goods sold per unit: [COGS]

- Customer acquisition cost: [CAC] (or marketing spend: [X] / new customers: [Y])
- Customer lifetime: [AVERAGE MONTHS/YEARS]
- Monthly churn rate: [PERCENTAGE]
- Expansion revenue per customer per month: [AMOUNT]
- Cost to serve per customer per month: [AMOUNT]

Calculate:

1. Gross margin per unit and percentage
2. Customer Acquisition Cost (CAC)
3. Customer Lifetime Value (LTV)
4. LTV:CAC ratio (with benchmark comparison)
5. Months to recover CAC (payback period)
6. Contribution margin per customer
7. Break-even customer count

Provide:

- Health assessment: Are these unit economics sustainable?
- Improvement levers: Which metrics to improve first and by how much
- Scenario modeling: Impact of improving retention by 10%, reducing CAC by 20%, increasing ARPU by 15%
- Benchmark comparison: How these numbers compare to industry standards

Show all formulas and calculations clearly. Flag any metrics in the danger zone.

PRO TIP: If your LTV:CAC ratio is below 3:1 or payback period exceeds 12 months, fix unit economics before scaling — you'll be scaling losses.

RECOMMENDED TOOL: ChatGPT — fast at calculations; Claude for strategic interpretation.

PROMPT #97: ROI Calculator & Presentation

WHEN TO USE: *Use when you need to calculate and present ROI for a proposed initiative or investment.

THE PROMPT:

You are a business analyst building an ROI case. Calculate and present the return on investment for [INITIATIVE/INVESTMENT].

Proposed investment:

- Total cost: [AMOUNT]
- Timeline: [IMPLEMENTATION PERIOD]
- Ongoing costs: [ANNUAL RECURRING COST]

Expected benefits:

- Revenue impact: [PROJECTED INCREASE]
- Cost savings: [PROJECTED SAVINGS]
- Efficiency gains: [TIME SAVED × VALUE]
- Risk reduction: [AVOIDED COST OF RISK]
- Intangible benefits: [LIST]

Calculate:

1. Simple ROI: (Gain - Cost) / Cost × 100
2. Net Present Value (NPV) over [3/5] years at [DISCOUNT RATE]% discount rate
3. Internal Rate of Return (IRR)
4. Payback period
5. Benefit-cost ratio

Present:

- Executive summary: 3-sentence business case
- Investment breakdown: What the money goes toward
- Benefit timeline: When returns start materializing
- Risk-adjusted ROI: Conservative, base, optimistic scenarios
- Comparison: ROI vs. alternative uses of this capital
- Recommendation: GO/NO-GO with clear reasoning

Format for a leadership presentation — clear, visual-ready, with headlines that tell the story.

PRO TIP: Decision-makers don’t debate ROI calculations — they debate assumptions. Make your assumptions explicit and defensible.

RECOMMENDED TOOL: Claude — builds comprehensive, presentation-ready ROI cases.

PROMPT #98: Expense Audit & Optimization

WHEN TO USE: *Use when you need to review spending and identify areas to cut costs without hurting operations.

THE PROMPT:

You are a cost optimization consultant. Conduct an expense audit for [COMPANY/DEPARTMENT] and identify savings opportunities.

Current monthly expenses by category:

[PASTE YOUR EXPENSE BREAKDOWN OR LIST CATEGORIES AND AMOUNTS]

Context:

- Revenue: [MONTHLY REVENUE]
- Growth stage: [STARTUP / GROWTH / MATURE]
- Headcount: [NUMBER]
- Industry: [INDUSTRY]
- Savings target: [PERCENTAGE OR AMOUNT]

For each expense category:

1. Benchmark: Compare against industry standards (as % of revenue)
2. Assessment: Over/under/at benchmark with explanation
3. Savings opportunity: Specific actions to reduce (with estimated savings)
4. Risk of cutting: What you lose if you reduce this expense
5. Priority: Cut now / Renegotiate / Monitor / Leave alone

Provide:

- Total potential savings: Sum of all recommended reductions
- Quick wins: Savings achievable in 30 days
- Medium-term: Savings achievable in 90 days
- Requires investment: Spend money to save money (ROI of each)
- Do not cut: Expenses that look cuttable but would hurt the business

Be specific — “reduce software costs” isn’t actionable; “consolidate from 3 project management tools to 1, saving $X/month” is.

PRO TIP: Audit subscriptions first — most companies have 20–30% waste in SaaS tools that are underused or duplicated.

RECOMMENDED TOOL: Claude — thorough at systematic review with practical, specific recommendations.

PROMPT #99: Investment Analysis Framework

WHEN TO USE: *Use when evaluating a potential investment, acquisition, or capital allocation decision.

THE PROMPT:

You are an investment analyst. Evaluate the following investment opportunity for [COMPANY/INVESTOR].

Investment details:

- What: [DESCRIPTION OF THE INVESTMENT]
- Amount: [INVESTMENT SIZE]
- Type: [EQUITY / DEBT / ACQUISITION / CAPITAL EXPENDITURE / OTHER]
- Expected return: [PROJECTED RETURNS OR REVENUE IMPACT]
- Timeline: [INVESTMENT HORIZON]
- Exit strategy: [HOW AND WHEN YOU EXIT]

Conduct:

1. Financial analysis:
   - Projected cash flows over [X] years
   - NPV at [X]% discount rate
   - IRR
   - Multiple on invested capital (MOIC)
   - Payback period
2. Qualitative analysis:
   - Market dynamics and trends supporting this investment
   - Management/team assessment criteria
   - Competitive moat analysis
   - Regulatory and legal considerations
3. Risk analysis:
   - Top 5 risks ranked by likelihood and impact

- Downside scenario: What if it fails? Total loss potential
- Mitigation strategies for each risk

4. Recommendation:
- INVEST / PASS / CONDITIONAL with clear reasoning
- If INVEST: Terms, structure, and conditions to negotiate
- If CONDITIONAL: What must be validated first
- If PASS: What would change your mind

PRO TIP: The best investment analyses spend more time on risk than return — anyone can model upside, but the best investors obsess over what could go wrong.

RECOMMENDED TOOL: Claude — handles multi-dimensional investment analysis with appropriate rigor.

PROMPT #100: Financial Dashboard Designer

WHEN TO USE: *Use when you need to design a financial dashboard with the right KPIs for your audience.

THE PROMPT:

You are a financial reporting expert. Design a financial dashboard for [AUDIENCE — CEO, CFO, board, department heads, investors].

Business type: [SAAS / E-COMMERCE / SERVICES / MANUFACTURING / OTHER]

Reporting frequency: [DAILY / WEEKLY / MONTHLY / QUARTERLY]

Current tools: [EXCEL / GOOGLE SHEETS / TABLEAU / POWER BI / OTHER]

Design the dashboard with:

1. Top-line metrics (4–6 KPIs for the header):
- Name, definition, current value placeholder, trend indicator, target
- Why this metric matters for this audience

2. Revenue section: Which revenue charts and breakdowns to show
3. Expense section: Which cost views matter most
4. Cash section: Cash position, runway, flow
5. Growth section: Key growth and efficiency metrics

6. Comparison views: vs. budget, vs. last period, vs. forecast

For each element:

- Chart type recommendation (bar, line, gauge, table)
- Data source and calculation method
- Update frequency
- Alert threshold: When should this metric trigger attention?

Also provide:

- Dashboard layout wireframe (text description of placement)
- Data refresh schedule
- Distribution list and cadence recommendation

PRO TIP: The best dashboards answer one question per section — if someone has to ask 'What does this mean?', the dashboard needs redesign.

RECOMMENDED TOOL: Claude — designs thoughtful, audience-appropriate dashboard structures.

Operations

PROMPT #101: SOP (Standard Operating Procedure) Creator

WHEN TO USE: *Use when you need to document a repeatable process so anyone can follow it.

THE PROMPT:

You are an operations consultant. Write a Standard Operating Procedure for: [PROCESS NAME].

Process owner: [ROLE]

Department: [DEPARTMENT]

Frequency: [HOW OFTEN THIS IS DONE]

Tools/systems used: [LIST]

Who performs this: [ROLE(S)]

SOP structure:

1. Purpose: Why this process exists (2 sentences)
2. Scope: What's included and excluded

3. Prerequisites: What must be in place before starting

4. Step-by-step instructions: [NUMBER] steps, each with:
   - Clear action (start with a verb)
   - System/tool to use
   - Expected output/result of this step
   - Screenshot placeholder: [SCREENSHOT: description]
   - If/then branches for common variations

5. Quality checks: How to verify the output is correct

6. Troubleshooting: 5 common issues and their fixes

7. Revision history: Template for tracking updates

Write so that someone with NO prior knowledge of this process could follow it successfully on their first attempt.

Do NOT assume knowledge — if there's a keyboard shortcut or menu path, spell it out exactly.

PRO TIP: Have someone who's never done the process follow your SOP and note every place they get stuck — those are your documentation gaps.

RECOMMENDED TOOL: Claude — creates the most thorough, unambiguous procedural documentation.

PROMPT #102: Process Audit Questionnaire

WHEN TO USE: *Use when you need to evaluate an existing process for efficiency, effectiveness, and improvement.

THE PROMPT:

You are a process improvement consultant. Create a comprehensive audit questionnaire for the [PROCESS NAME] at [COMPANY/DEPARTMENT].

Process: [BRIEF DESCRIPTION]

Current pain points: [KNOWN ISSUES]

Stakeholders: [WHO'S INVOLVED]

Generate an audit questionnaire covering:

1. Process effectiveness (10 questions): Is it achieving its goal?

2. Efficiency (10 questions): Is it using resources optimally?

3. Quality (5 questions): Are outputs meeting standards?

4. Compliance (5 questions): Does it meet regulatory/policy requirements?

5. Technology (5 questions): Are tools being used optimally?

6. People (5 questions): Do people have the skills and capacity?

7. Customer impact (5 questions): How does this affect internal/external customers?

For each question:

- The question
- What a good answer looks like
- Red flag indicators
- Data source for validation

Also provide:

- Audit scoring rubric (1–5 scale for each area)
- Prioritization framework: How to rank improvement opportunities
- Quick-win identification: Signs that easy improvements exist

PRO TIP: Interview the people who actually DO the process, not just the managers who designed it — the gap between documented and actual process is always large.

RECOMMENDED TOOL: Claude — creates thorough, well-structured audit frameworks.

PROMPT #103: Workflow Optimization Advisor

WHEN TO USE: *Use when a process is too slow, has too many steps, or creates bottlenecks.

THE PROMPT:

You are a Lean/Six Sigma workflow consultant. Analyze and optimize the following workflow.

Current workflow:

[DESCRIBE THE STEPS — or paste the current process]

Problems:

- Current time to complete: [DURATION]

- Bottleneck: [WHERE THINGS GET STUCK]
- Error rate: [FREQUENCY OF MISTAKES]
- Rework rate: [HOW OFTEN THINGS ARE REDONE]
- People involved: [NUMBER AND ROLES]

Analyze:

1. Value stream map: Which steps add value vs. waste?
2. Bottleneck analysis: Where is the constraint and why?
3. Handoff analysis: How many times does work change hands? Each handoff is a risk.
4. Redundancy check: Which steps duplicate effort?
5. Automation opportunity: Which steps can technology handle?

Recommend:

- Optimized workflow: The improved process, step by step
- Steps eliminated: What was removed and why
- Steps automated: What technology handles and what tool to use
- Steps reordered: What was moved and why
- Expected improvement: Time reduction, error reduction, capacity increase
- Implementation plan: How to transition from old to new process

PRO TIP: Before optimizing, observe the real workflow (not the documented one) — you'll find steps, workarounds, and tribal knowledge that aren't in any document.

RECOMMENDED TOOL: Claude — excels at systematic workflow analysis and redesign.

PROMPT #104: Vendor Evaluation Scorecard

WHEN TO USE: *Use when comparing vendors, suppliers, or service providers to make a selection decision.

THE PROMPT:

You are a procurement specialist. Create a vendor evaluation scorecard for selecting a [PRODUCT/SERVICE TYPE] vendor.

What you're buying: [DESCRIPTION]

Budget: [RANGE]
Timeline: [WHEN YOU NEED IT]
Vendors to evaluate: [VENDOR 1], [VENDOR 2], [VENDOR 3]
Evaluation criteria (customize weights to your priorities):
1. Product/service quality (weight: [X]%)
2. Pricing and total cost of ownership (weight: [X]%)
3. Technical capabilities (weight: [X]%)
4. Implementation and onboarding (weight: [X]%)
5. Support and service level (weight: [X]%)
6. Financial stability and reputation (weight: [X]%)
7. Scalability and future roadmap (weight: [X]%)
8. Security and compliance (weight: [X]%)
For each criterion:
- 5 specific evaluation questions to ask each vendor
- Scoring rubric: What earns a 1, 3, or 5
- Red flags: Dealbreakers regardless of score
Also provide:
- Reference check questions: 5 questions to ask existing customers
- Negotiation points: What to negotiate beyond price
- Decision matrix: Weighted scoring template
- Contract terms checklist: Key terms to include

PRO TIP: Total cost of ownership (implementation, training, maintenance, switching costs) matters more than sticker price — calculate the 3-year total.

RECOMMENDED TOOL: Claude — creates comprehensive, balanced evaluation frameworks.

PROMPT #105: Quality Assurance Checklist Builder

WHEN TO USE: *Use when you need a quality checklist for a deliverable, product, or process output.

THE PROMPT:

You are a quality assurance manager. Build a comprehensive QA checklist for [DELIVERABLE/PRODUCT/PROCESS OUTPUT].

What's being checked: [DESCRIPTION]

Quality standard: [STANDARD TO MEET — internal, ISO, client requirement, industry benchmark]

Checker role: [WHO PERFORMS THIS CHECK]

Frequency: [EVERY UNIT / BATCH / DAILY / WEEKLY]

Build checklist sections:

1. Pre-production checks: What to verify before starting
2. In-process checks: What to monitor during production/creation
3. Final inspection: What to verify before delivery/release
4. Documentation: What records to keep

For each checklist item:

- What to check (specific and unambiguous)
- How to check it (method, tool, or technique)
- Acceptable standard (what PASS looks like)
- Common defects to watch for
- Action if FAIL (reject, rework, escalate)

Include:

- Critical vs. major vs. minor classification for each item
- Skip conditions: When certain checks don't apply
- Escalation path: Who to contact for edge cases
- Metrics: What to track for continuous improvement

PRO TIP: Include PASS examples AND FAIL examples — showing what bad looks like prevents as many defects as showing what good looks like.

RECOMMENDED TOOL: Claude — creates the most thorough, practical quality checklists.

PROMPT #106: Project Timeline Builder

WHEN TO USE: *Use when you need to create a detailed project timeline with dependencies, milestones, and assignments.

THE PROMPT:

You are a project manager. Create a detailed project timeline for [PROJECT NAME].

Project overview: [DESCRIPTION]

Start date: [DATE]

Deadline: [DATE]

Team: [ROLES AND NAMES]

Budget: [AMOUNT]

Break the project into:

1. Phases: [3–5 major phases]
2. For each phase:
   - Key tasks (5–10 per phase)
   - Duration estimate for each task
   - Dependencies (which tasks must finish before this starts)
   - Owner/assignee
   - Deliverable produced
   - Milestone marking phase completion
3. Critical path: Identify the sequence of tasks that determines the minimum project duration
4. Float analysis: Which tasks have scheduling flexibility?
5. Risk dates: Points where delays would impact the deadline

Provide:

- Summary timeline with milestones
- Detailed task list with dates, owners, and dependencies
- Resource allocation view: Who is doing what and when
- Weekly check-in agenda template
- Status reporting template
- Contingency: What to cut if you’re behind schedule

PRO TIP: Add 20% buffer to every estimate, then add 10% buffer to the overall timeline — projects always take longer than planned.

RECOMMENDED TOOL: Claude — creates detailed, logically sequenced project timelines.

PROMPT #107: Meeting Agenda Builder

WHEN TO USE: *Use when you need a structured, productive meeting agenda that respects everyone‘s time.

THE PROMPT:

You are a meeting facilitation expert. Create an effective meeting agenda for [MEETING TOPIC/PURPOSE].

Meeting details:

- Type: [STATUS UPDATE / DECISION-MAKING / BRAINSTORM / PLANNING / REVIEW]

- Duration: [LENGTH] minutes

- Attendees: [NUMBER AND ROLES]

- Meeting frequency: [ONE-TIME / WEEKLY / MONTHLY]

- Desired outcome: [WHAT SHOULD BE DECIDED/ACCOMPLISHED BY THE END]

Build the agenda:

1. Pre-meeting: What attendees should review/prepare before arriving
2. Opening (2 min): Purpose and desired outcome stated clearly
3. Agenda items: For each item:
   - Topic and description (1 sentence)
   - Time allocated
   - Type: [INFORM / DISCUSS / DECIDE]
   - Owner/presenter
   - Required preparation
   - Expected outcome
4. Action items and next steps (5 min)
5. Closing: Key decisions recap and ownership confirmation

Also provide:

- Decision-making framework: How decisions will be made (consensus, vote, leader decides)

- Parking lot protocol: How to handle off-topic items

- Follow-up email template: Post-meeting summary format

Total agenda items should fill 80% of meeting time — leave 20% for discussion overflow.

PRO TIP: Send the agenda 24 hours before the meeting with pre-read materials — meetings without agendas are conversations without purpose.

RECOMMENDED TOOL: ChatGPT — fast at generating structured meeting agendas.

PROMPT #108: Status Report Generator

WHEN TO USE: *Use when you need to create a clear, concise project or team status report.

THE PROMPT:

You are a project communicator. Write a status report for [PROJECT/TEAM] covering [TIME PERIOD].

Status report data:

- Overall status: [GREEN / YELLOW / RED] with explanation

- Period covered: [DATE RANGE]

- Key accomplishments: [LIST 3–5]

- In progress: [LIST 3–5 CURRENT ACTIVITIES]

- Upcoming: [LIST 3–5 NEXT PERIOD PRIORITIES]

- Blockers/risks: [LIST ANY ISSUES]

- Metrics: [KEY NUMBERS — budget, timeline, quality, etc.]

- Decisions needed: [ANY DECISIONS REQUIRED FROM LEADERSHIP]

Structure:

1. Executive summary (3 sentences): Overall status, biggest win, biggest risk

2. Traffic light dashboard: Category-level status (scope, timeline, budget, quality)

3. Accomplishments: What was completed with impact/significance

4. Current activities: What’s in progress with expected completion

5. Next period plan: Key priorities and owners

6. Issues and risks: What needs attention with recommended action

7. Decisions required: Clear asks with context and options

8. Metrics snapshot: Key numbers with trend indicators

Total length: Under 1 page. A status report that takes more than 2 minutes to read is too long.

PRO TIP: Lead with the status color and what you need from the reader — busy executives look at the color and the ‘Decisions needed’ section first.

RECOMMENDED TOOL: ChatGPT — fast at organizing status data into clean reports.

PROMPT #109: Decision Matrix Builder

WHEN TO USE: *Use when you need to objectively compare options and make a structured decision.

THE PROMPT:

You are a decision analyst. Build a weighted decision matrix to evaluate [NUMBER] options for [DECISION DESCRIPTION].

Options to evaluate:

1. [OPTION A]

2. [OPTION B]

3. [OPTION C]

4. [OPTION D — optional]

Criteria to evaluate against:

[LIST YOUR CRITERIA — or ask me to generate appropriate criteria for this type of decision]

For each criterion:

- Define it clearly (what does it mean in this context?)

- Assign a weight (1–10) based on importance to your goals

- Score each option (1–10) with justification

- Calculate weighted score (weight × score)

Provide:

1. Completed matrix with all scores and totals

2. Winner: Highest weighted score with analysis

3. Sensitivity check: Does the winner change if you shift the top 2 weights?

4. Gut check: Does the analytical winner match your instinct? If not, what criterion is missing?

5. Recommendation: Clear recommendation with confidence level

6. Next steps: What to do after choosing

Be honest about the limitations of this analysis — some factors resist quantification.

PRO TIP: If the matrix says Option A but your gut says Option B, you probably need to add a criterion — your intuition is detecting something the matrix isn't measuring.

RECOMMENDED TOOL: Claude — creates balanced, well-reasoned decision frameworks.

PROMPT #110: Resource Allocation Planner

WHEN TO USE: *Use when you need to allocate people, budget, or time across competing priorities.

THE PROMPT:

You are a resource management expert. Create a resource allocation plan for [TEAM/DEPARTMENT] for [TIME PERIOD].

Available resources:

- People: [LIST ROLES AND HOURS AVAILABLE]

- Budget: [TOTAL BUDGET]

- Tools/assets: [KEY RESOURCES]

Competing priorities:

1. [PRIORITY 1]: Importance [HIGH/MEDIUM/LOW], estimated effort [X HOURS/$$]

2. [PRIORITY 2]: Importance [HIGH/MEDIUM/LOW], estimated effort [X HOURS/$$]

3. [PRIORITY 3]: Importance [HIGH/MEDIUM/LOW], estimated effort [X HOURS/$$]

4. [PRIORITY 4]: Importance [HIGH/MEDIUM/LOW], estimated effort [X HOURS/$$]

5. [PRIORITY 5]: Importance [HIGH/MEDIUM/LOW], estimated effort [X HOURS/$$]

Create:

1. Priority ranking: Stack rank based on impact, urgency, and strategic alignment

2. Allocation plan: Who works on what, for how many hours, and when

3. Utilization view: Each person's capacity vs. allocation (flag overallocation)

4. Budget distribution: How funds are split across priorities

5. Trade-offs: What gets less if a priority takes more than expected

6. Contingency: 10% reserve — rules for when it can be tapped

7. Rebalancing triggers: What conditions should prompt reallocation

Visualize as a clear table showing person × project × time allocation.

PRO TIP: No one can work at 100% utilization sustainably — plan for 80% allocation to leave room for unexpected work and recovery.

RECOMMENDED TOOL: Claude — handles complex multi-variable allocation with clear presentation.

Sales

PROMPT #111: Prospect Research Brief

WHEN TO USE: *Use when preparing to reach out to a prospect and need comprehensive intelligence.

THE PROMPT:

You are a sales intelligence analyst. Create a prospect research brief for [PROSPECT NAME/COMPANY] before a sales outreach.

What I'm selling: [YOUR PRODUCT/SERVICE]

Prospect company: [COMPANY NAME]

Prospect contact: [NAME AND TITLE]

Industry: [INDUSTRY]

Research and compile:

1. Company overview: Size, revenue, funding, recent news, growth trajectory

2. Contact profile: Background, tenure, likely priorities based on role, recent content/posts

3. Pain points: 3–5 likely challenges based on their industry, size, and role

4. Competitive landscape: What solutions they might already use

5. Trigger events: Recent changes that create urgency (hiring, funding, leadership changes, expansion)

6. Connection points: Mutual connections, shared interests, conversation starters

7. Objection prediction: 3 likely objections and pre-planned responses

8. Personalization hooks: 3 specific details to reference in outreach

Provide:

- Recommended approach: Email, LinkedIn, phone, or multi-channel sequence

- Opening message draft customized to this prospect

- Follow-up strategy if no response

Note: This brief should be built using publicly available information only.

PRO TIP: Spend 10 minutes researching before every outreach — a personalized email gets 3x the response rate of a template.

RECOMMENDED TOOL: Perplexity — best for gathering current, publicly available prospect information.

PROMPT #112: Sales Script Builder

WHEN TO USE: *Use when you need a phone or video call script for sales conversations.

THE PROMPT:

You are a sales trainer. Write a sales call script for selling [PRODUCT/SERVICE] to [TARGET BUYER ROLE].

Product/service: [DESCRIPTION]

Price: [RANGE OR SPECIFIC]

Sales cycle: [LENGTH — one-call close, multi-meeting, enterprise]

Target buyer: [ROLE AND COMPANY TYPE]

Script sections:

1. Opening (30 seconds): Name, company, reason for calling, permission to continue

2. Discovery questions (5 minutes): 5–7 open-ended questions to uncover pain, budget, timeline, decision process

3. Pain agitation (2 minutes): Reflect back what you heard, deepen the pain

4. Solution presentation (3 minutes): Position your product as the answer to THEIR specific pain

5. Social proof (1 minute): Relevant case study or result

6. Price presentation (2 minutes): How to introduce pricing with value anchoring

7. Objection handling: Scripts for top 5 objections:
   - “It’s too expensive”
   - “I need to think about it”
   - “We’re using [COMPETITOR]”
   - “Now isn’t the right time”
   - “I need to talk to [OTHER PERSON]”

8. Close (1 minute): 3 closing techniques appropriate for this sale

9. Follow-up: What to send after the call

Write as natural conversation, not robotic script. Include tone notes.

PRO TIP: Record your calls (with permission) and listen back — you’ll close 20% more deals just by hearing your own mistakes.

RECOMMENDED TOOL: Claude — creates natural-sounding scripts with genuine conversational flow.

PROMPT #113: Objection Handling Playbook

WHEN TO USE: *Use when you need prepared responses for common sales objections.

THE PROMPT:

You are a sales objection handling expert. Build a complete objection handling playbook for [PRODUCT/SERVICE] sold to [TARGET MARKET].

Product: [DESCRIPTION AND PRICE RANGE]

Typical buyer: [ROLE AND COMPANY PROFILE]

Sales cycle: [LENGTH]

Top competitors: [COMPETITOR 1], [COMPETITOR 2]

For each of these objections, provide:

1. The objection stated as the buyer would say it

2. What they really mean (the underlying concern)

3. Acknowledge: How to validate their concern (1 sentence)

4. Respond: The reframe or evidence that addresses it (2–3 sentences)

5. Advance: The question or CTA that moves the conversation forward

6. If they persist: Alternative response approach

Cover these categories:

- Price objections (5): Too expensive, cheaper alternative, no budget, need approval, ROI unclear

- Timing objections (3): Not now, too busy, next quarter

- Trust objections (3): Never heard of you, too new, need references

- Competitor objections (3): Already using X, X does it too, switching costs

- Internal objections (3): Need buy-in, too complex to implement, my team won't use it

- Stall objections (3): Send me info, let me think about it, need to discuss internally

Total: 20 objection scripts, ready to use.

PRO TIP: The best objection handlers don't argue — they agree with the concern, then reframe the context. 'I completely understand. That's exactly why...'

RECOMMENDED TOOL: Claude — creates the most nuanced, natural objection responses.

PROMPT #114: Sales Proposal Writer

WHEN TO USE: *Use when you need a structured, persuasive sales proposal document.

THE PROMPT:

You are a sales proposal specialist. Write a sales proposal from [YOUR COMPANY] to [PROSPECT COMPANY] for [PRODUCT/SERVICE].

Context:

- What was discussed: [SUMMARY OF PRIOR CONVERSATIONS]
- Their stated need: [THE PROBLEM THEY WANT SOLVED]
- Budget mentioned: [BUDGET IF KNOWN]
- Decision timeline: [WHEN THEY WANT TO DECIDE]
- Decision makers: [WHO'S INVOLVED]
- Competitors they're evaluating: [IF KNOWN]

Proposal structure:

1. Executive summary: Their problem + your solution + expected result (1 paragraph)
2. Understanding of their needs: Prove you listened (reflect back what they told you)
3. Proposed solution: What you're recommending and why
4. Scope of work: Exactly what's included (and what's not)
5. Timeline: Implementation phases with milestones
6. Investment: Pricing with value context, payment terms, options
7. Expected outcomes: Specific, measurable results they can expect
8. Why us: 3 reasons to choose you over alternatives
9. Case study: One relevant success story
10. Next steps: Clear, specific actions to move forward
11. Terms and conditions: Key terms placeholder

Word count: [1,500–2,500]. Professional but not stuffy. The proposal should close the deal, not just inform.

PRO TIP: Name the proposal file with their company name, not yours — it signals you built this for them specifically.

RECOMMENDED TOOL: Claude — creates persuasive, well-structured proposals.

PROMPT #115: Negotiation Preparation Brief

WHEN TO USE: *Use when preparing for a negotiation and need a structured strategy.

THE PROMPT:

You are a negotiation strategist. Prepare a negotiation brief for [NEGOTIATION TOPIC].

Context:

- What you're negotiating: [DEAL, CONTRACT, SALARY, PARTNERSHIP]
- Other party: [WHO YOU'RE NEGOTIATING WITH]
- Relationship: [NEW / EXISTING / CRITICAL]
- Your ideal outcome: [BEST CASE]
- Your BATNA: [Best Alternative To Negotiated Agreement]
- Their likely BATNA: [WHAT THEY'LL DO IF NO DEAL]

Prepare:

1. Opening position: Where to start and why
2. Target: What you're aiming for realistically
3. Walk-away point: Your absolute minimum acceptable deal
4. Their interests: What they care about beyond the obvious (3–5 interests)
5. Your concessions: Things you can give that cost you little but matter to them
6. Their concessions: Things to ask for that are easy for them to give
7. Anchoring strategy: How to frame the initial numbers/terms
8. Questions to ask: 10 questions to understand their position and priorities
9. Objection scripts: How to respond to their likely pushbacks
10. Package deals: 2–3 creative options that expand the pie rather than split it
11. Closing phrases: How to lock in agreement when you've reached a good deal

Tone: Collaborative, not combative. The goal is a deal both sides feel good about.

PRO TIP: Prepare your BATNA thoroughly — negotiation power comes from your willingness to walk away, and that requires a strong alternative.

RECOMMENDED TOOL: Claude — the best model for nuanced strategic preparation.

PROMPT #116: Pipeline Analysis & Forecast

WHEN TO USE: *Use when you need to analyze your sales pipeline and generate a forecast.

THE PROMPT:

You are a VP of Sales analyzing pipeline health. Review and forecast based on this pipeline data.

Pipeline snapshot:

[LIST DEALS: Company name, stage, amount, probability, expected close date, age in days]

Or provide:

- Total pipeline value: [AMOUNT]
- Average deal size: [AMOUNT]
- Average sales cycle: [DAYS]
- Win rate: [PERCENTAGE]
- Deals by stage: [STAGE 1: X deals, STAGE 2: Y deals, etc.]

Analyze:

1. Pipeline health score: Total pipeline vs. quota (3x coverage = healthy)
2. Stage distribution: Is the pipeline top-heavy, bottom-heavy, or balanced?
3. Velocity analysis: Average time in each stage, stuck deals, aging deals
4. Risk flags: Deals with no activity in 14+ days, single-threaded deals, missing next steps
5. Forecast: Committed, best case, and upside for [TIME PERIOD]
6. Gap analysis: Pipeline needed to hit [TARGET] based on historical conversion

Recommend:

- Top 5 deals to prioritize (and why)
- Top 5 deals to disqualify (and why)

- Pipeline generation needed this month
- Process improvements to increase conversion

PRO TIP: A deal without a defined next step isn't really in your pipeline — it's a hope. Disqualify ruthlessly.

RECOMMENDED TOOL: Claude — handles data-driven analysis with strategic recommendations.

PROMPT #117: Win/Loss Analysis Template

WHEN TO USE: *Use when you need to analyze why deals were won or lost to improve future performance.

THE PROMPT:

You are a sales effectiveness consultant. Create a win/loss analysis framework for [COMPANY].

Recent deals to analyze:

- Won deals: [DEAL 1 DETAILS], [DEAL 2 DETAILS]
- Lost deals: [DEAL 1 DETAILS], [DEAL 2 DETAILS]

Or, if analyzing patterns:

- Win rate: [PERCENTAGE]
- Average deal size won: [AMOUNT] vs. lost: [AMOUNT]
- Average sales cycle won: [DAYS] vs. lost: [DAYS]
- Top competitor winning deals: [NAME]

Analysis framework:

1. Win factors: What the won deals had in common (5+ patterns)
2. Loss factors: What the lost deals had in common (5+ patterns)
3. Competitive analysis: Where competitors won and why
4. Pricing impact: Did price determine outcome? In what percentage?
5. Sales process: Where in the process do deals die most often?
6. Champion analysis: Role of internal champions in won vs. lost
7. Timeline analysis: Deal duration patterns

Interview questions to ask buyers:

- 5 questions for won-deal debrief

- 5 questions for lost-deal debrief

Action plan:

- 3 changes to increase win rate
- 3 competitive responses to develop
- Training priorities based on loss patterns

PRO TIP: Lost deal interviews are gold — buyers will tell you exactly why they chose someone else if you ask respectfully and without defensiveness.

RECOMMENDED TOOL: Claude — creates insightful, pattern-identifying analysis frameworks.

PROMPT #118: Referral Request Script

WHEN TO USE: *Use when asking a happy customer for referrals to other potential customers.

THE PROMPT:

You are a relationship-focused sales professional. Write a referral request for [CUSTOMER NAME] who has been a customer for [TIME PERIOD] and achieved [SPECIFIC RESULT].

Context:

- Their result: [MEASURABLE OUTCOME]
- Relationship quality: [STRONG / GOOD / NEW BUT POSITIVE]
- Channel: [EMAIL / PHONE / IN-PERSON / AFTER A MEETING]
- Who you want referrals to: [TARGET PROFILE]

Write:

1. The setup: How to naturally bring up the referral ask
2. The ask: Specific and easy to say yes to
3. Make it easy: Provide a template email they can forward
4. The forward email: What the customer sends to their contact introducing you
5. Follow-up: How to follow up if they agree but haven’t sent it
6. Thank you: How to acknowledge the referral (whether it converts or not)

Tone: Grateful, specific, and low-pressure. Never make them feel obligated.

The ask should feel like “Would you be open to...” not “Can you give me...”

PRO TIP: Ask for referrals at the peak of satisfaction — right after a big win, a positive review, or enthusiastic feedback.

RECOMMENDED TOOL: Claude — creates warm, natural referral scripts that don’t feel transactional.

PROMPT #119: Upsell / Cross-Sell Script

WHEN TO USE: *Use when identifying and executing upsell or cross-sell opportunities with existing customers.

THE PROMPT:

You are a customer success manager with revenue responsibility. Create an upsell/cross-sell strategy for [CUSTOMER] who currently uses [CURRENT PRODUCT/PLAN].

Customer context:

- Current product/plan: [WHAT THEY USE]

- Monthly spend: [AMOUNT]

- Usage patterns: [HOW THEY USE IT — features, volume, frequency]

- Success metrics: [RESULTS THEY’VE ACHIEVED]

- Growth signals: [SIGNS THEY NEED MORE — usage limits, team growth, new use cases]

- Relationship: [CHAMPION NAME AND ROLE]

Upsell/cross-sell opportunity: [WHAT YOU WANT TO SELL THEM]

Additional investment: [PRICE DIFFERENCE]

Create:

1. Timing: The right moment to have this conversation (trigger events)

2. Opening: How to introduce the topic naturally (not a sales pitch)

3. Value case: Why this upgrade/addition benefits them specifically (connect to their current results)

4. ROI argument: The math that justifies the additional spend

5. Objection handling: Top 3 objections and responses

6. Trial/pilot option: A low-risk way to experience the upgrade

7. Close: How to get commitment without pressure

This should feel like helpful advice, not a sales pitch. The customer should think “They’re looking out for me,” not “They’re trying to get more money from me.”

PRO TIP: The best upsell doesn’t start with what you want to sell — it starts with a problem the customer mentioned that your upgrade happens to solve.

RECOMMENDED TOOL: Claude — creates customer-centric expansion strategies.

PROMPT #120: Account Review Preparation

WHEN TO USE: *Use when preparing for a quarterly or annual business review with a key account.

THE PROMPT:

You are a strategic account manager. Prepare a Quarterly/Annual Business Review for [CLIENT NAME].

Account details:

- Client: [COMPANY AND PRIMARY CONTACT]
- Contract value: [ANNUAL SPEND]
- Contract renewal date: [DATE]
- Products/services used: [LIST]
- Account health: [HEALTHY / AT-RISK / GROWING]

Prepare:

1. Executive summary: Account status in 3 sentences
2. Results delivered: Key metrics and outcomes achieved this period
3. Usage and adoption: How they’re using the product (what’s working, what’s underutilized)
4. ROI analysis: Tangible value delivered vs. their investment
5. Support review: Tickets, issues, resolution times
6. Roadmap preview: Upcoming features/improvements relevant to them
7. Growth opportunities: Where they could get more value (with business case)
8. Success plan: Agreed priorities for next quarter with milestones

9. Risks to address: Anything that could threaten renewal

10. Asks from them: What you need from the client (data, access, introductions)

Presentation format:

- Slide-by-slide outline with key talking points
- Data visualizations to include
- Discussion questions for each section
- Pre-meeting email template to set expectations

PRO TIP: Send the QBR agenda and key results 48 hours before the meeting — let them absorb the data so the meeting is discussion, not presentation.

RECOMMENDED TOOL: Claude — creates comprehensive, data-driven account review materials.

HR & People

PROMPT #121: Job Description Generator

WHEN TO USE: *Use when writing a job posting that attracts qualified candidates.

THE PROMPT:

You are an HR specialist and talent attraction expert. Write a job description for: [JOB TITLE] at [COMPANY].

Details:

- Department: [DEPARTMENT]
- Reports to: [TITLE]
- Level: [ENTRY / MID / SENIOR / EXECUTIVE]
- Location: [ONSITE / HYBRID / REMOTE] in [LOCATION]
- Salary range: [RANGE — or “competitive” if not disclosing]
- Team size: [NUMBER]

Structure:

1. Company intro (3–4 sentences): Why someone should want to work here (culture, mission, growth)

2. Role summary: What this person does and why it matters (3 sentences)

3. Responsibilities (8–10 bullets): Start each with an action verb, focus on outcomes not tasks

4. Requirements:

- Must-have (5–7): Non-negotiable qualifications
- Nice-to-have (3–5): Bonus qualifications

5. What we offer: Compensation highlights, benefits, culture perks

6. Diversity statement: Genuine, not boilerplate

7. How to apply: Clear next steps

Tone: Engaging and specific — a great candidate should think “this is MY role” by the second paragraph.

Do NOT use vague phrases like “fast-paced environment” or “rockstar.” Be specific about what makes this role unique.

PRO TIP: Remove any requirement that isn’t truly required — studies show women apply when they meet 100% of requirements; men apply at 60%. Don’t accidentally exclude top talent.

RECOMMENDED TOOL: Claude — writes compelling, inclusive job descriptions.

PROMPT #122: Interview Question Bank

WHEN TO USE: *Use when preparing structured interview questions for a specific role.

THE PROMPT:

You are a hiring expert. Create a comprehensive interview question bank for the [JOB TITLE] position.

Role context:

- Level: [ENTRY / MID / SENIOR / EXECUTIVE]
- Key skills needed: [SKILL 1], [SKILL 2], [SKILL 3]
- Team culture: [DESCRIBE THE TEAM DYNAMIC]
- Biggest challenge in this role: [WHAT THEY’LL FACE]

Generate questions for each interview stage:

1. Phone screen (5 questions): Quick qualifiers — fit, interest, basics

2. Technical/skill assessment (10 questions): Role-specific competency

3. Behavioral interview (10 questions): Past behavior predicting future performance. Use STAR format prompts.

4. Culture fit (5 questions): Values alignment without bias

5. Case study / problem solving (3 scenarios): Real problems they'd face in this role

6. Candidate's questions to watch for: 5 questions great candidates ask (and red flags)

For each question:

- The question

- What you're evaluating

- What a great answer sounds like

- Red flag responses

Do NOT include illegal or biased questions (age, family, religion, national origin). All questions must be job-relevant.

PRO TIP: Ask every candidate the same core questions — structured interviews are 2x more predictive of job performance than unstructured ones.

RECOMMENDED TOOL: Claude — creates role-specific, legally sound interview frameworks.

PROMPT #123: Onboarding Plan Builder

WHEN TO USE: *Use when creating a structured onboarding program for a new hire.

THE PROMPT:

You are an onboarding specialist. Create a 90-day onboarding plan for a new [JOB TITLE] joining [TEAM/DEPARTMENT].

Role: [JOB TITLE]

Manager: [MANAGER'S NAME/ROLE]

Team size: [NUMBER]

Start date: [DATE]

Key tools they'll use: [LIST]

Biggest priority in their first 90 days: [WHAT THEY NEED TO ACCOMPLISH]

90-Day Plan:

Pre-start (before day 1):

- Welcome email template
- Equipment and access setup checklist
- Pre-reading materials list

Week 1 — Welcome & Orient:

- Day-by-day schedule
- Key people to meet (and why)
- Systems to set up
- First assignment (small, achievable win)

Weeks 2–4 — Learn & Connect:

- Weekly learning goals
- Shadow sessions with team members
- Training modules to complete
- 30-day checkpoint: Manager conversation guide

Weeks 5–8 — Contribute:

- Increasing ownership of tasks/projects
- Peer feedback touchpoints
- 60-day checkpoint: Performance conversation guide

Weeks 9–12 — Own:

- Independent work expectations
- First major deliverable
- 90-day review: Formal assessment criteria and conversation guide

Include a buddy system setup and new hire feedback survey.

PRO TIP: The most important moment in onboarding is the first 3 hours on day 1 — have a personalized welcome, a clean desk, and a real conversation (not just forms to fill out).

RECOMMENDED TOOL: Claude — creates comprehensive, structured onboarding experiences.

PROMPT #124: Performance Review Writer

WHEN TO USE: *Use when writing a thoughtful, specific performance review for a team member.

THE PROMPT:

You are an HR coach helping a manager write a performance review. Write a comprehensive review for [EMPLOYEE NAME], [ROLE], covering [REVIEW PERIOD].

Employee context:

- Role: [JOB TITLE]

- Tenure: [TIME IN ROLE]

- Key accomplishments: [ACHIEVEMENT 1], [ACHIEVEMENT 2], [ACHIEVEMENT 3]

- Areas of growth: [DEVELOPMENT AREA 1], [DEVELOPMENT AREA 2]

- Goals from last review: [GOAL 1: STATUS], [GOAL 2: STATUS], [GOAL 3: STATUS]

- Overall performance: [EXCEEDS / MEETS / BELOW EXPECTATIONS]

Review structure:

1. Overall summary (2–3 sentences): Big picture assessment

2. Strengths (3): Specific examples with impact

3. Accomplishments: Key results delivered with metrics

4. Development areas (2–3): Specific, with examples and improvement suggestions

5. Goal assessment: Status of each prior goal

6. New goals for next period: 3 SMART goals

7. Career development: Growth opportunities and next-level discussion

8. Manager support: What you'll do to help them succeed

Tone: Direct, specific, and balanced. Praise should be specific (not "good job"), and constructive feedback should be actionable (not vague).

Every statement must be backed by a specific example or metric. Do NOT use empty phrases like “demonstrates leadership” without saying HOW.

PRO TIP: Write the review, then ask: ‘Would the employee be surprised by anything here?’ If yes, you haven’t been giving enough real-time feedback.

RECOMMENDED TOOL: Claude — writes specific, balanced, and constructive reviews.

PROMPT #125: Feedback Delivery Template

WHEN TO USE: *Use when you need to deliver constructive feedback in a structured, effective way.

THE PROMPT:

You are a leadership coach. Help me prepare to deliver feedback to [EMPLOYEE NAME] about [SITUATION].

Context:

- What happened: [SPECIFIC BEHAVIOR OR INCIDENT]

- Impact: [HOW IT AFFECTED THE TEAM, PROJECT, OR CUSTOMER]

- Desired change: [WHAT YOU WANT THEM TO DO DIFFERENTLY]

- Relationship context: [YOUR RELATIONSHIP WITH THIS PERSON]

- Their likely reaction: [DEFENSIVE / RECEPTIVE / SURPRISED / EMOTIONAL]

Prepare:

1. SBI framework:
   - Situation: Where and when this happened
   - Behavior: What they specifically did (observable, not interpretive)
   - Impact: The concrete effect of their behavior
2. Opening statement: How to begin the conversation
3. Key message: The core feedback in 2 sentences
4. Listening prompts: Questions to understand their perspective
5. Collaborative solution: How to jointly agree on next steps
6. Support offer: What you’ll do to help them improve
7. Follow-up plan: When and how you’ll check in

Also prepare for:

- If they get defensive: How to stay calm and redirect
- If they disagree: How to hold your ground with empathy
- If they get emotional: How to create space while maintaining the message

The goal is behavior change, not punishment. This should feel like coaching, not discipline.

PRO TIP: Deliver feedback within 48 hours of the behavior — delayed feedback loses context and impact.

RECOMMENDED TOOL: Claude — handles sensitive interpersonal communication with nuance.

PROMPT #126: Team Restructuring Plan

WHEN TO USE: *Use when reorganizing a team, department, or set of roles.

THE PROMPT:

You are an organizational design consultant. Plan a team restructuring for [TEAM/DEPARTMENT].

Current state:

- Team size: [NUMBER]
- Current structure: [DESCRIBE — flat, hierarchical, matrix, etc.]
- Current roles: [LIST KEY ROLES]
- Pain points: [WHAT'S NOT WORKING]
- Trigger for restructure: [WHY NOW — growth, efficiency, strategy change, attrition]

Desired outcomes:

- [OUTCOME 1]
- [OUTCOME 2]
- [OUTCOME 3]

Design:

1. Proposed structure: New org chart description with reporting lines
2. New/modified roles: Changed job descriptions and responsibilities

3. Eliminated roles: Which positions are removed and why

4. Skills gaps: New capabilities needed and how to fill them

5. Transition plan:

- Phase 1 (Week 1–2): Communication and announcement
- Phase 2 (Week 3–4): Role transitions and knowledge transfer
- Phase 3 (Month 2–3): New structure operational, coaching support

6. Communication plan: Scripts for announcing to affected individuals, the team, and leadership

7. Risk mitigation: Key people retention, morale impact, productivity dip planning

8. Success metrics: How to know if the restructure worked (30/60/90 day measures)

Handle this with empathy — restructures affect people's careers and livelihoods.

PRO TIP: Communicate restructures directly to affected individuals BEFORE the group announcement — no one should learn about their job change in a team meeting.

RECOMMENDED TOOL: Claude — handles sensitive organizational changes with strategic rigor and empathy.

PROMPT #127: Culture Survey Generator

WHEN TO USE: *Use when you need to measure employee sentiment and organizational culture.

THE PROMPT:

You are an organizational psychologist. Design a culture survey for [COMPANY/TEAM] with [X] employees.

Goals of the survey:

- [GOAL 1 — e.g., measure engagement, identify culture gaps, track change initiative]
- [GOAL 2]
- [GOAL 3]

Known concerns: [ANY ISSUES YOU SUSPECT OR WANT TO EXPLORE]

Create:

1. Introduction text: Set expectations, promise anonymity, explain purpose
2. Survey sections (5–7 categories, 5–8 questions each):
   - Engagement & satisfaction
   - Management effectiveness
   - Communication & transparency
   - Growth & development
   - Team collaboration
   - Values alignment
   - Work-life integration

For each question:

- The question (clear, unbiased)
- Response type (Likert scale, multiple choice, or open-ended)
- What this question measures
- Benchmark context (what “good” looks like)

3. Open-ended questions (3–5): For qualitative insights
4. Demographic questions: Role level, tenure, department (ensure anonymity with small groups)
5. Analysis guide: How to interpret results and identify action items
6. Follow-up plan: How to share results and act on feedback

Total: 30–40 questions (under 10 minutes to complete for high completion rates).

PRO TIP: The survey is worthless without action — commit to sharing results and addressing the top 3 issues within 30 days, or don’t send the survey.

RECOMMENDED TOOL: Claude — creates psychologically sound, unbiased survey instruments.

PROMPT #128: Training Curriculum Designer

WHEN TO USE: *Use when building a multi-session training program for a team or organization.

THE PROMPT:

You are a corporate training designer. Build a training curriculum for [TOPIC] aimed at [AUDIENCE].

Training details:

- Topic: [WHAT THEY NEED TO LEARN]
- Audience: [WHO — role, level, current knowledge]
- Number of participants: [COUNT]
- Total time available: [HOURS/DAYS]
- Format: [IN-PERSON / VIRTUAL / SELF-PACED / BLENDED]
- Business goal: [WHY THIS TRAINING MATTERS]

Design the curriculum:

1. Learning objectives: 5–7 specific, measurable outcomes
2. Session breakdown:
   - For each session: title, duration, learning objective, teaching method, materials needed, assessment
3. Content outline: Topic progression from foundational to advanced
4. Practice exercises: Hands-on activities for each key concept
5. Assessment strategy: How you'll measure learning (quiz, project, demonstration)
6. Materials needed: Handouts, slides, tools, technology
7. Facilitator guide: Key talking points and facilitation tips per session
8. Reinforcement plan: How learning continues after formal training ends
9. Evaluation: Post-training survey + 30-day application check

Design principle: 70-20-10 — 70% learning by doing, 20% learning from others, 10% formal instruction.

PRO TIP: Schedule a follow-up session 30 days after training where participants share how they applied what they learned — accountability drives adoption.

RECOMMENDED TOOL: Claude — designs comprehensive, pedagogically sound training programs.

PROMPT #129: Hiring Scorecard Builder

WHEN TO USE: *Use when you need an objective, consistent evaluation method for hiring decisions.

THE PROMPT:

You are a talent assessment expert. Build a hiring scorecard for the [JOB TITLE] position.

Role requirements:

- Must-have skills: [SKILL 1], [SKILL 2], [SKILL 3]
- Must-have experience: [EXPERIENCE 1], [EXPERIENCE 2]
- Cultural attributes: [VALUE 1], [VALUE 2], [VALUE 3]
- Deal-breakers: [WHAT AUTOMATICALLY DISQUALIFIES]

Scorecard structure:

For each evaluation criterion:

- Criterion name and weight (importance level)
- Definition: What this means specifically for this role
- Scoring rubric (1–5):
  - 1: Does not meet requirements (specific example)
  - 3: Meets requirements (specific example)
  - 5: Exceeds requirements (specific example)
- Interview question(s) that assess this criterion
- Evidence to look for in responses

Categories to assess:

1. Technical competency (3–5 criteria)
2. Experience relevance (2–3 criteria)
3. Problem-solving ability (2 criteria)
4. Communication skills (2 criteria)
5. Cultural alignment (2–3 criteria)
6. Leadership/growth potential (2 criteria)

Also provide:

- Minimum composite score to advance
- How to handle scoring disagreements between interviewers

- Debrief meeting agenda template

PRO TIP: Complete the scorecard within 1 hour of the interview — waiting even a day causes recency bias and selective memory.

RECOMMENDED TOOL: Claude — creates objective, well-calibrated hiring instruments.

PROMPT #130: Offboarding Checklist

WHEN TO USE: *Use when an employee is leaving and you need a comprehensive offboarding process.

THE PROMPT:

You are an HR operations specialist. Create a comprehensive offboarding checklist for [EMPLOYEE NAME], [ROLE], with a last day of [DATE].

Departure type: [VOLUNTARY RESIGNATION / INVOLUNTARY / RETIREMENT / CONTRACT END]

Notice period: [LENGTH]

Security level: [STANDARD / SENSITIVE — access to critical systems/data]

Knowledge criticality: [LOW / MEDIUM / HIGH — unique knowledge risk]

Checklist organized by timeline:

Immediate (day of notice):

- Manager conversation and documentation
- HR notification and paperwork initiation
- Communication plan: Who needs to know and when

During notice period:

- Knowledge transfer plan: Critical information, passwords, relationships
- Project transition: Who takes over each responsibility
- Documentation: Update SOPs, how-to guides, contact lists
- Client/vendor notification plan
- Exit interview scheduling

Last week:

- System access audit and revocation schedule

- Equipment return list
- Expense report deadline
- Final paycheck and benefits information
- Reference agreement

Last day:
- Badge and equipment collection
- System access termination (specific checklist)
- Farewell communication
- Alumni network invitation

Post-departure:
- Benefits continuation (COBRA, etc.)
- Final documentation filing
- Redistribution of work confirmation
- 30-day follow-up: Verify no access gaps or knowledge loss

Exit interview questions: 10 questions to gather honest, useful feedback.

PRO TIP: How you treat departing employees is how remaining employees expect to be treated — a respectful offboarding is a retention tool.

RECOMMENDED TOOL: Claude — creates thorough, organized offboarding processes.

Legal & Compliance

PROMPT #131: Contract Summary Generator

WHEN TO USE: *Use when you need a plain-language summary of a complex contract or agreement.

THE PROMPT:

You are a legal analyst. Create a plain-language summary of the following contract for [AUDIENCE — business owner, executive, non-legal team member].

Contract type: [TYPE — service agreement, lease, partnership, employment, NDA, SaaS]

Parties: [PARTY A] and [PARTY B]

Contract content:

"""

[PASTE KEY SECTIONS OR THE FULL CONTRACT]

"""

Summarize:

1. What this agreement is about (2–3 sentences, plain English)
2. Key obligations:
   - What [PARTY A] must do
   - What [PARTY B] must do
3. Financial terms: Payment amounts, schedule, penalties
4. Important dates: Start, end, renewal, notice periods
5. Termination: How either party can exit and consequences
6. Liability: Who's responsible for what, insurance requirements
7. Intellectual property: Who owns what
8. Key risks: 5 clauses that could cause problems
9. Unusual terms: Anything non-standard that deserves attention
10. Missing protections: Common clauses that SHOULD be here but aren't

Use plain language throughout — no legalese. Bold any terms that require decision or negotiation.

Disclaimer: This is a summary for understanding, not legal advice. Consult an attorney before signing.

PRO TIP: Flag every clause with a deadline or automatic renewal — these are the most common sources of unexpected costs and commitments.

RECOMMENDED TOOL: Claude — handles complex legal language and translates it clearly.

PROMPT #132: Policy Draft Writer

WHEN TO USE: *Use when you need to create an internal company policy document.

THE PROMPT:

You are an HR policy specialist. Draft a [POLICY TYPE] policy for [COMPANY].

Policy type: [REMOTE WORK / PTO / EXPENSE / SOCIAL MEDIA / DATA SECURITY / CODE OF CONDUCT / ANTI-HARASSMENT / OTHER]

Company size: [NUMBER OF EMPLOYEES]

Industry: [INDUSTRY]

Jurisdiction: [STATE/COUNTRY FOR COMPLIANCE]

Existing policies to align with: [ANY RELATED POLICIES]

Policy structure:

1. Policy title and effective date
2. Purpose: Why this policy exists (2–3 sentences)
3. Scope: Who this applies to
4. Definitions: Key terms used in the policy
5. Policy statement: The rules, clearly stated
6. Procedures: How to comply, step by step
7. Responsibilities: Who enforces, who follows, who approves exceptions
8. Exceptions: How to request exceptions and who approves
9. Compliance and consequences: What happens if violated
10. Related policies: Cross-references
11. Revision history: Template for tracking changes

Tone: Clear, fair, and firm. The policy should protect both the company and the employee.

Do NOT write in legalese. Write so every employee can understand their obligations.

Disclaimer: This is a draft template. Have legal counsel review before implementation.

PRO TIP: Include 3 real-world examples of the policy in action — employees understand policies through scenarios better than through rules.

RECOMMENDED TOOL: Claude — writes clear, comprehensive policy documents.

PROMPT #133: Compliance Checklist Builder

WHEN TO USE: *Use when you need to ensure compliance with regulations, standards, or requirements.

THE PROMPT:

You are a compliance officer. Build a compliance checklist for [REGULATION/STANDARD/REQUIREMENT].

Regulation: [NAME — e.g., GDPR, HIPAA, SOC 2, PCI-DSS, ADA, OSHA, industry-specific]

Company type: [DESCRIPTION]

Current compliance status: [STARTING FROM SCRATCH / PARTIALLY COMPLIANT / ANNUAL REVIEW]

Create a comprehensive checklist:

For each requirement:

- Requirement description (plain language)

- Regulatory reference (section/article number)

- What compliance looks like (specific actions/documentation)

- Current status: [COMPLIANT / PARTIAL / NON-COMPLIANT / NOT ASSESSED]

- Evidence needed: What documentation proves compliance

- Owner: Who is responsible

- Priority: [CRITICAL / HIGH / MEDIUM / LOW]

- Deadline: When this must be addressed

Organize by:

1. Critical requirements (must-fix immediately)

2. High priority (address within 30 days)

3. Medium priority (address within 90 days)

4. Ongoing maintenance items

Also provide:

- Common gaps: Where companies most often fail compliance

- Audit preparation: How to prepare for a compliance audit

- Documentation templates: Key documents you’ll need

Disclaimer: Consult a compliance attorney for binding legal guidance.

PRO TIP: Schedule quarterly compliance reviews, not just annual ones — regulations change and processes drift faster than you think.

RECOMMENDED TOOL: Claude — creates thorough, organized compliance frameworks.

PROMPT #134: Terms of Service Outline

WHEN TO USE: *Use when you need to draft terms of service for a website, app, or digital product.

THE PROMPT:

You are a technology lawyer advising a startup. Create a Terms of Service outline for [PRODUCT/SERVICE/WEBSITE].

Business details:

- Product type: [SAAS / MARKETPLACE / E-COMMERCE / CONTENT PLATFORM / APP]

- User type: [B2B / B2C / BOTH]

- Data collected: [TYPES OF USER DATA]

- Payment model: [FREE / SUBSCRIPTION / ONE-TIME / FREEMIUM]

- User-generated content: [YES/NO]

- Geographic reach: [US ONLY / INTERNATIONAL]

Outline these sections with key provisions:

1. Acceptance of terms

2. Description of service

3. User accounts and responsibilities

4. Acceptable use policy (what users CAN’T do)

5. Payment terms (if applicable)

6. Intellectual property rights

7. User content rights and licenses

8. Privacy (reference to privacy policy)

9. Disclaimers and limitations of liability

10. Indemnification

11. Termination

12. Dispute resolution (arbitration vs. litigation, jurisdiction)

13. Changes to terms

14. Contact information

For each section:

- Plain-language explanation of what it means

- Key decisions you need to make

- Common pitfalls to avoid

- Industry-standard approach

Disclaimer: This is an outline for discussion with your attorney, not a final legal document.

PRO TIP: Make your ToS human-readable — a 'plain language summary' sidebar next to legal text builds trust and reduces support questions.

RECOMMENDED TOOL: Claude — creates comprehensive legal outlines in accessible language.

PROMPT #135: Privacy Policy Framework

WHEN TO USE: *Use when you need to create or update a privacy policy for your digital product.

THE PROMPT:

You are a data privacy consultant. Create a privacy policy framework for [COMPANY/PRODUCT].

Details:

- Product type: [WEBSITE / APP / SAAS / E-COMMERCE]

- Data collected: [LIST TYPES — name, email, payment, location, cookies, usage data]

- Third parties receiving data: [ANALYTICS, PAYMENT PROCESSORS, AD NETWORKS, ETC.]

- User location: [US / EU / GLOBAL]

- Regulations to comply with: [GDPR / CCPA / COPPA / PIPEDA / ALL]

- Cookies used: [YES — types]

- User accounts: [YES/NO]

- Email marketing: [YES/NO]

Privacy policy sections:

1. What data we collect (specific, not vague)
2. How we collect it (directly, cookies, third parties)
3. Why we collect it (legal basis for each type)
4. How we use it (all purposes, honestly)
5. Who we share it with (every third party, named)
6. How we protect it (security measures)
7. How long we keep it (retention periods)
8. User rights (access, delete, correct, port, opt-out)
9. How to exercise those rights (actual process, not just a mailto)
10. Cookie policy (what they do, how to control them)
11. Children's privacy (COPPA compliance if applicable)
12. International transfers (EU-US considerations)
13. Changes to this policy
14. How to contact us (with response time commitment)

For each section, provide draft language that's honest and readable.

Disclaimer: Have a privacy attorney review before publishing.

PRO TIP: Be more transparent than legally required — users who trust your privacy practices become loyal customers.

RECOMMENDED TOOL: Claude — creates detailed, honest, regulation-aware privacy frameworks.

PROMPT #136: Risk Disclosure Template

WHEN TO USE: *Use when you need to disclose risks associated with an investment, product, or service.

THE PROMPT:

You are a risk communications specialist. Write risk disclosure language for [PRODUCT / SERVICE / INVESTMENT / PROGRAM].

Context:

- What you're offering: [DESCRIPTION]

- Target audience: [WHO]
- Type of risk: [FINANCIAL / HEALTH / SAFETY / LEGAL / DATA / PERFORMANCE]
- Known risks: [LIST SPECIFIC RISKS]
- Industry: [INDUSTRY]
- Regulatory requirements: [SPECIFIC DISCLOSURE RULES IF ANY]

Write:

1. General risk statement: Plain-language overview of risk nature
2. Specific risk factors: Each risk clearly described with potential impact
3. No-guarantee language: Clear statement that outcomes aren't guaranteed
4. User responsibility: What the user/customer is responsible for
5. Limitation of liability: Scope of your liability
6. Forward-looking statement disclaimer (if applicable)
7. How to get more information: Where to go with questions

Requirements:

- Clear, plain language (no obscure legalese)
- Honest without being alarming
- Specific to your actual risks (not generic boilerplate)
- Appropriate prominence (not buried in fine print)

Disclaimer: This is a template. Have legal counsel review and customize to your jurisdiction and situation.

PRO TIP: Clear, upfront risk disclosure builds trust and reduces legal exposure — the companies that get sued are the ones that hide risks, not the ones that disclose them.

RECOMMENDED TOOL: Claude — writes honest, clear risk language that protects both parties.

PROMPT #137: NDA Framework

WHEN TO USE: *Use when you need a mutual or one-way non-disclosure agreement framework.

THE PROMPT:

You are a business attorney. Create an NDA framework for [CONTEXT — new business discussion, partnership exploration, employee hire, contractor engagement].

Parties:

- Disclosing party: [COMPANY/INDIVIDUAL]
- Receiving party: [COMPANY/INDIVIDUAL]
- NDA type: [MUTUAL / ONE-WAY]

Key provisions to include:

1. Definition of confidential information (specific to your context)
2. Exclusions from confidential information (standard carve-outs)
3. Obligations of receiving party
4. Permitted disclosures (e.g., to employees, advisors, with written consent)
5. Duration: [1 YEAR / 2 YEARS / 3 YEARS / INDEFINITE FOR TRADE SECRETS]
6. Return/destruction of information upon termination
7. Remedies for breach (injunctive relief, damages)
8. Non-solicitation clause (if applicable)
9. Governing law and jurisdiction: [STATE/COUNTRY]
10. Miscellaneous (entire agreement, amendments, assignment, severability)

For each provision:

- Draft language
- What to negotiate
- Common traps to avoid
- What's standard vs. aggressive

Disclaimer: This is a framework for attorney review, not a final legal document. Have counsel review before signing.

PRO TIP: The definition of 'confidential information' is the most important clause — too broad makes it unenforceable; too narrow leaves gaps.

RECOMMENDED TOOL: Claude — creates comprehensive legal frameworks with practical guidance.

PROMPT #138: Partnership Agreement Outline

WHEN TO USE: *Use when entering a business partnership and need to structure the agreement.

THE PROMPT:

You are a business formation attorney. Create a partnership agreement outline for a [TYPE — general, limited, LLC, joint venture] partnership.

Partners:

- [PARTNER 1]: Contribution [MONEY/SKILLS/IP], Role [ROLE], Ownership [%]

- [PARTNER 2]: Contribution [MONEY/SKILLS/IP], Role [ROLE], Ownership [%]

Business: [DESCRIPTION OF THE VENTURE]

State of formation: [STATE]

Outline these sections with key decisions:

1. Partnership name and purpose

2. Capital contributions: Who puts in what, and when

3. Profit and loss sharing: Allocation formula

4. Management and decision-making: Who decides what, voting rights, tie-breaking

5. Roles and responsibilities: Who does what (specific)

6. Compensation: Salaries, draws, distributions

7. Books and records: Financial management responsibilities

8. Banking and financial authority: Who can sign checks, spend money

9. Admission of new partners: Process and approval

10. Transfer of interest: Can a partner sell? Rights of first refusal?

11. Dispute resolution: Mediation before litigation

12. Dissolution: What triggers it, how assets are distributed

13. Non-compete: Restrictions during and after partnership

14. Exit provisions: Buyout formula, valuation method, payment terms

15. Death or disability: What happens if a partner can’t continue

For each section: plain-language explanation, key decisions to make, and common mistakes.

Disclaimer: Have a business attorney review and finalize.

PRO TIP: Negotiate the exit provisions MORE carefully than the entry provisions — it's easy to start a partnership but expensive to end one badly.

RECOMMENDED TOOL: Claude — creates thorough partnership frameworks with practical guidance.

PROMPT #139: IP Assessment Questionnaire

WHEN TO USE: *Use when you need to evaluate intellectual property assets, risks, or protection needs.

THE PROMPT:

You are an IP strategist. Create an intellectual property assessment for [COMPANY/PRODUCT].

Business description: [WHAT YOU DO]

Products/services: [LIST]

Industry: [INDUSTRY]

Geography: [WHERE YOU OPERATE AND SELL]

Assess across all IP categories:

1. Trademarks:
   - Current names, logos, slogans (registered or unregistered?)
   - Classes of goods/services covered
   - Geographic coverage
   - Monitoring for infringement
   - Risk: Similarity to existing marks
2. Patents:
   - Patentable innovations (processes, methods, technologies)
   - Prior art concerns
   - Patent vs. trade secret decision for each
   - Filing priorities
3. Copyrights:

- Creative works produced (content, code, designs, documentation)
- Work-for-hire agreements in place?
- Open source usage and compliance
- Content licensing terms

4. Trade secrets:
- Confidential processes, formulas, customer lists, algorithms
- Protection measures in place
- Employee/contractor NDAs
- Risk of disclosure

5. IP risks:
- Potential infringement claims against you
- Third-party IP you rely on (licenses, APIs, tools)
- Employee/contractor IP ownership clarity

Recommendations: Priority actions ranked by risk and cost.

Disclaimer: Consult an IP attorney for legal guidance.

PRO TIP: The most common IP mistake for startups is not having employee/contractor IP assignment agreements — fix this before anything else.

RECOMMENDED TOOL: Claude — creates comprehensive IP assessments across all categories.

PROMPT #140: Regulatory Research Framework

WHEN TO USE: *Use when you need to understand regulations that apply to your business or industry.

THE PROMPT:

You are a regulatory affairs specialist. Create a regulatory research brief for [COMPANY/PRODUCT] in [INDUSTRY].

Business description: [WHAT YOU DO]

Product/service: [DESCRIPTION]

Geography: [WHERE YOU OPERATE]

Target customers: [WHO YOU SELL TO — consumers, businesses, government]

Current concerns: [SPECIFIC REGULATORY QUESTIONS]

Research and present:

1. Applicable regulations: List every regulation that applies, with:
   - Regulation name and governing body
   - What it requires (plain language)
   - Who enforces it
   - Penalties for non-compliance
   - Current compliance deadline or ongoing requirements
2. Industry-specific requirements:
   - Licensing or permits needed
   - Reporting obligations
   - Record-keeping requirements
   - Industry standards (ISO, SOC, NIST, etc.)
3. Upcoming regulatory changes:
   - Proposed regulations that could affect you
   - Expected timeline
   - How to prepare
4. Compliance roadmap:
   - Priority 1: Must-fix immediately (legal risk)
   - Priority 2: Address within 90 days
   - Priority 3: Monitor and plan for
5. Resources: Key government websites, industry associations, and contacts

Disclaimer: This is a research brief, not legal advice. Verify with a regulatory attorney.

PRO TIP: Subscribe to your industry's regulatory body newsletters — being surprised by a regulation is always more expensive than knowing about it early.

RECOMMENDED TOOL: Perplexity (for current regulatory data) + Claude (for analysis and framework).

Chapter 4: Research & Analysis

Research is the original AI use case, and it is still the one most people do badly. They paste a question, accept the first answer, and move on. The prompts in this chapter are built differently. They force triangulation, demand source quality, separate what is known from what is inferred, and surface the question you should have asked instead of the one you did. Use them for market research, customer interviews, due diligence, qualitative coding, and synthesis. The goal is not to generate findings faster — it is to generate findings you can actually trust.

Market Research

PROMPT #141: Industry Analysis Deep Dive

WHEN TO USE: *Use when you need a comprehensive overview of an industry.

THE PROMPT:

You are a McKinsey strategy consultant who has led 50+ industry deep-dives for Fortune 500 clients. Produce a comprehensive industry analysis for [SUBJECT/COMPANY/TOPIC] that an executive could use to make a strategic decision tomorrow morning.

Context:

- Industry: [INDUSTRY]
- Purpose: [WHY YOU NEED THIS ANALYSIS]
- Scope: [BOUNDARIES]
- Audience: [WHO WILL READ THIS]

Analyze:

1. Industry size and growth
2. Key players and market share

3. Value chain analysis
4. Growth drivers and headwinds
5. Technology disruptions
6. Regulatory landscape
7. Customer trends
8. Competitive dynamics
9. 3-year outlook
10. Implications for your business

Present findings with:
- Executive summary (3 sentences)
- Detailed analysis by section
- Key insights ranked by importance
- Recommended actions
- Data sources and confidence level for each finding

Do NOT provide generic analysis. Every finding must be specific, evidenced, and actionable.

PRO TIP: The best research combines multiple data sources — triangulate findings from at least 3 sources before drawing conclusions.

RECOMMENDED TOOL: Perplexity (for data) + Claude (for analysis).

PROMPT #142: Trend Identification & Analysis

WHEN TO USE: *Use when you need to spot emerging trends before competitors.

THE PROMPT:

You are a competitive intelligence director at a global consulting firm. Identify and analyze the most important emerging trends shaping [SUBJECT/COMPANY/TOPIC], separating signal from noise.

Context:
- Industry: [INDUSTRY]
- Purpose: [WHY YOU NEED THIS ANALYSIS]
- Scope: [BOUNDARIES]

- Audience: [WHO WILL READ THIS]

Analyze:

1. Top 5-10 emerging trends
2. Evidence for each trend
3. Stage: Emerging/Accelerating/Mainstream
4. Impact level on your business
5. Who’s leading each trend
6. Opportunities to capitalize
7. Risks of ignoring
8. Timeline to mainstream
9. Action steps for each
10. Trend vs. fad assessment

Present findings with:

- Executive summary (3 sentences)
- Detailed analysis by section
- Key insights ranked by importance
- Recommended actions
- Data sources and confidence level for each finding

Do NOT provide generic analysis. Every finding must be specific, evidenced, and actionable.

PRO TIP: The best research combines multiple data sources — triangulate findings from at least 3 sources before drawing conclusions.

RECOMMENDED TOOL: Perplexity (for data) + Claude (for analysis).

PROMPT #143: Customer Persona Builder

WHEN TO USE: *Use when you need a detailed customer persona for strategy.

THE PROMPT:

You are a market analyst at a top-tier hedge fund evaluating sector opportunities. Build a detailed customer persona for

[SUBJECT/COMPANY/TOPIC] grounded in evidence rather than guesswork.

Context:

- Industry: [INDUSTRY]
- Purpose: [WHY YOU NEED THIS ANALYSIS]
- Scope: [BOUNDARIES]
- Audience: [WHO WILL READ THIS]

Analyze:

1. Demographics and psychographics
2. Goals and pain points
3. Buying behavior and triggers
4. Information sources and influences
5. Objections and decision criteria
6. Day-in-the-life narrative
7. Jobs to be done
8. Emotional drivers
9. Technology usage
10. Quotes capturing their mindset

Present findings with:

- Executive summary (3 sentences)
- Detailed analysis by section
- Key insights ranked by importance
- Recommended actions
- Data sources and confidence level for each finding

Do NOT provide generic analysis. Every finding must be specific, evidenced, and actionable.

PRO TIP: The best research combines multiple data sources — triangulate findings from at least 3 sources before drawing conclusions.

RECOMMENDED TOOL: Perplexity (for data) + Claude (for analysis).

PROMPT #144: Competitor Deep-Dive Analysis

WHEN TO USE: *Use when you need thorough analysis of a single competitor.

THE PROMPT:

You are a Gartner research director with 20 years covering enterprise markets. Deliver a competitor deep-dive on [SUBJECT/COMPANY/TOPIC] that uncovers how they actually win business.

Context:

- Industry: [INDUSTRY]
- Purpose: [WHY YOU NEED THIS ANALYSIS]
- Scope: [BOUNDARIES]
- Audience: [WHO WILL READ THIS]

Analyze:

1. Company overview and strategy
2. Product portfolio and pricing
3. Target market and positioning
4. Marketing and sales approach
5. Technology and innovation
6. Financial health signals
7. Top 5 strengths
8. Top 5 weaknesses
9. Strategic direction
10. Threat level and recommended response

Present findings with:

- Executive summary (3 sentences)
- Detailed analysis by section
- Key insights ranked by importance
- Recommended actions
- Data sources and confidence level for each finding

Do NOT provide generic analysis. Every finding must be specific, evidenced, and actionable.

PRO TIP: The best research combines multiple data sources — triangulate findings from at least 3 sources before drawing conclusions.

RECOMMENDED TOOL: Perplexity (for data) + Claude (for analysis).

PROMPT #145: Pricing Research & Benchmarking

WHEN TO USE: *Use when you need competitive pricing intelligence.

THE PROMPT:

You are a venture capital associate writing an investment thesis for the partnership. Conduct pricing research and benchmarking for [SUBJECT/COMPANY/TOPIC] that will hold up under CFO scrutiny.

Context:

- Industry: [INDUSTRY]
- Purpose: [WHY YOU NEED THIS ANALYSIS]
- Scope: [BOUNDARIES]
- Audience: [WHO WILL READ THIS]

Analyze:

1. Competitor pricing models
2. Price ranges in the market
3. Hidden costs and add-ons
4. Discount patterns
5. Value positioning
6. Free tier analysis
7. Enterprise pricing signals
8. Price sensitivity indicators
9. Recent pricing changes
10. Your pricing position and recommendations

Present findings with:

- Executive summary (3 sentences)
- Detailed analysis by section
- Key insights ranked by importance
- Recommended actions

- Data sources and confidence level for each finding

Do NOT provide generic analysis. Every finding must be specific, evidenced, and actionable.

PRO TIP: The best research combines multiple data sources — triangulate findings from at least 3 sources before drawing conclusions.

RECOMMENDED TOOL: Perplexity (for data) + Claude (for analysis).

PROMPT #146: Market Entry Assessment

WHEN TO USE: *Use when you need to evaluate entering a new market.

THE PROMPT:

You are a Bain & Company senior consultant briefing a client on market entry. Conduct a market entry assessment for [SUBJECT/COMPANY/TOPIC] with a clear go/no-go recommendation.

Context:

- Industry: [INDUSTRY]
- Purpose: [WHY YOU NEED THIS ANALYSIS]
- Scope: [BOUNDARIES]
- Audience: [WHO WILL READ THIS]

Analyze:

1. Market size and growth (TAM/SAM/SOM)
2. Customer needs analysis
3. Competitive landscape
4. Barriers to entry
5. Required product adaptations
6. Resource requirements
7. Risk assessment
8. Revenue projections
9. Synergies with existing business
10. GO/WAIT/SKIP recommendation

Present findings with:

- Executive summary (3 sentences)

- Detailed analysis by section
- Key insights ranked by importance
- Recommended actions
- Data sources and confidence level for each finding

Do NOT provide generic analysis. Every finding must be specific, evidenced, and actionable.

PRO TIP: The best research combines multiple data sources — triangulate findings from at least 3 sources before drawing conclusions.

RECOMMENDED TOOL: Perplexity (for data) + Claude (for analysis).

PROMPT #147: Demand Validation Framework

WHEN TO USE: *Use when you need to validate demand before building a product.

THE PROMPT:

You are an equity research analyst publishing a coverage initiation report. Build a demand validation framework for [SUBJECT/COMPANY/TOPIC] that tests interest before capital is committed.

Context:

- Industry: [INDUSTRY]
- Purpose: [WHY YOU NEED THIS ANALYSIS]
- Scope: [BOUNDARIES]
- Audience: [WHO WILL READ THIS]

Analyze:

1. Core hypothesis statement
2. Pre-validation research plan
3. Customer discovery questions
4. Smoke test designs
5. Success criteria
6. 30-day validation sprint schedule
7. Budget per method
8. Kill criteria

9. Pivot signals

10. Next steps if validated

Present findings with:

- Executive summary (3 sentences)
- Detailed analysis by section
- Key insights ranked by importance
- Recommended actions
- Data sources and confidence level for each finding

Do NOT provide generic analysis. Every finding must be specific, evidenced, and actionable.

PRO TIP: The best research combines multiple data sources — triangulate findings from at least 3 sources before drawing conclusions.

RECOMMENDED TOOL: Perplexity (for data) + Claude (for analysis).

PROMPT #148: Geographic Market Analysis

WHEN TO USE: *Use when you need to evaluate a specific geographic market.

THE PROMPT:

You are a strategy director at a Fortune 100 company assessing a new vertical. Conduct a geographic market analysis for [SUBJECT/COMPANY/TOPIC] that ranks regions by real opportunity, not just population.

Context:

- Industry: [INDUSTRY]
- Purpose: [WHY YOU NEED THIS ANALYSIS]
- Scope: [BOUNDARIES]
- Audience: [WHO WILL READ THIS]

Analyze:

1. Demographics and economics
2. Competitive landscape
3. Regulatory environment

4. Cultural considerations
5. Infrastructure and technology
6. Talent availability
7. Cost analysis
8. Customer acquisition channels
9. Risk factors
10. Entry strategy recommendation

Present findings with:
- Executive summary (3 sentences)
- Detailed analysis by section
- Key insights ranked by importance
- Recommended actions
- Data sources and confidence level for each finding

Do NOT provide generic analysis. Every finding must be specific, evidenced, and actionable.

PRO TIP: The best research combines multiple data sources — triangulate findings from at least 3 sources before drawing conclusions.

RECOMMENDED TOOL: Perplexity (for data) + Claude (for analysis).

PROMPT #149: Demographic Research Profile

WHEN TO USE: *Use when you need detailed demographic data for a target audience.

THE PROMPT:

You are a Forrester principal analyst preparing a wave report for buyers. Produce a demographic research profile for [SUBJECT/COMPANY/TOPIC] that goes beyond age and income to behavioral truth.

Context:
- Industry: [INDUSTRY]
- Purpose: [WHY YOU NEED THIS ANALYSIS]
- Scope: [BOUNDARIES]

- Audience: [WHO WILL READ THIS]

Analyze:

1. Population size and distribution
2. Income and spending patterns
3. Education and employment
4. Technology and media usage
5. Values and priorities
6. Purchase behavior
7. Brand preferences
8. Underserved needs
9. Geographic concentration
10. Marketing recommendations

Present findings with:

- Executive summary (3 sentences)
- Detailed analysis by section
- Key insights ranked by importance
- Recommended actions
- Data sources and confidence level for each finding

Do NOT provide generic analysis. Every finding must be specific, evidenced, and actionable.

PRO TIP: The best research combines multiple data sources — triangulate findings from at least 3 sources before drawing conclusions.

RECOMMENDED TOOL: Perplexity (for data) + Claude (for analysis).

PROMPT #150: Technology Landscape Mapper

WHEN TO USE: *Use when you need to map the technology ecosystem in your space.

THE PROMPT:

You are a CB Insights analyst tracking emerging companies and trend signals. Map the technology landscape around

[SUBJECT/COMPANY/TOPIC], categorizing players, capabilities, and adoption signals.

Context:

- Industry: [INDUSTRY]
- Purpose: [WHY YOU NEED THIS ANALYSIS]
- Scope: [BOUNDARIES]
- Audience: [WHO WILL READ THIS]

Analyze:

1. Market overview and maturity
2. Category taxonomy
3. Key players per category
4. Emerging technologies
5. Platform/infrastructure layer
6. Integration landscape
7. Build vs. buy analysis
8. Technology risks
9. Cost benchmarks
10. 3-year direction

Present findings with:

- Executive summary (3 sentences)
- Detailed analysis by section
- Key insights ranked by importance
- Recommended actions
- Data sources and confidence level for each finding

Do NOT provide generic analysis. Every finding must be specific, evidenced, and actionable.

PRO TIP: The best research combines multiple data sources — triangulate findings from at least 3 sources before drawing conclusions.

RECOMMENDED TOOL: Perplexity (for data) + Claude (for analysis).

Data Analysis

PROMPT #151: Dataset Summary & Overview

WHEN TO USE: *Use when you need to quickly understand a new dataset.

THE PROMPT:

You are a BCG consultant building a market sizing model for a CEO presentation. Produce a clear executive overview of the dataset for [SUBJECT/COMPANY/TOPIC], surfacing what the numbers actually mean.

Context:

- Industry: [INDUSTRY]
- Purpose: [WHY YOU NEED THIS ANALYSIS]
- Scope: [BOUNDARIES]
- Audience: [WHO WILL READ THIS]

Analyze:

1. Structure and data types
2. Missing values by column
3. Key statistics
4. Distribution shapes
5. Categorical breakdowns
6. Data quality issues
7. Time patterns
8. Correlations
9. Natural segments
10. Top 5 insights and recommended analyses

Present findings with:

- Executive summary (3 sentences)
- Detailed analysis by section
- Key insights ranked by importance
- Recommended actions
- Data sources and confidence level for each finding

Do NOT provide generic analysis. Every finding must be specific, evidenced, and actionable.

PRO TIP: The best research combines multiple data sources — triangulate findings from at least 3 sources before drawing conclusions.

RECOMMENDED TOOL: Perplexity (for data) + Claude (for analysis).

PROMPT #152: Trend Analysis from Data

WHEN TO USE: *Use when you need to identify trends within a dataset.

THE PROMPT:

You are a corporate development VP evaluating M&A targets in this space. Identify the trends hidden in the data for [SUBJECT/COMPANY/TOPIC] that wouldn't show up in a pivot table.

Context:

- Industry: [INDUSTRY]
- Purpose: [WHY YOU NEED THIS ANALYSIS]
- Scope: [BOUNDARIES]
- Audience: [WHO WILL READ THIS]

Analyze:

1. Overall trend direction
2. Rate of change
3. Seasonality patterns
4. Inflection points and causes
5. Anomalies
6. Leading indicators
7. Metric correlations
8. Forecast projections
9. Confidence assessment
10. Actionable recommendations

Present findings with:

- Executive summary (3 sentences)
- Detailed analysis by section

- Key insights ranked by importance
- Recommended actions
- Data sources and confidence level for each finding

Do NOT provide generic analysis. Every finding must be specific, evidenced, and actionable.

PRO TIP: The best research combines multiple data sources — triangulate findings from at least 3 sources before drawing conclusions.

RECOMMENDED TOOL: Perplexity (for data) + Claude (for analysis).

PROMPT #153: Anomaly Detection Guide

WHEN TO USE: *Use when you need to find unusual patterns in data.

THE PROMPT:

You are an IDC research director with deep expertise across this market segment. Build an anomaly detection guide for [SUBJECT/COMPANY/TOPIC] that distinguishes real outliers from noise.

Context:
- Industry: [INDUSTRY]
- Purpose: [WHY YOU NEED THIS ANALYSIS]
- Scope: [BOUNDARIES]
- Audience: [WHO WILL READ THIS]

Analyze:
1. Statistical detection methods
2. Time series approaches
3. Business rule checks
4. Pattern-based detection
5. Anomaly descriptions and severity
6. Possible causes
7. Investigation steps
8. Classification (true anomaly vs. error)
9. Monitoring recommendations
10. Alert thresholds

Present findings with:

- Executive summary (3 sentences)
- Detailed analysis by section
- Key insights ranked by importance
- Recommended actions
- Data sources and confidence level for each finding

Do NOT provide generic analysis. Every finding must be specific, evidenced, and actionable.

PRO TIP: The best research combines multiple data sources — triangulate findings from at least 3 sources before drawing conclusions.

RECOMMENDED TOOL: Perplexity (for data) + Claude (for analysis).

PROMPT #154: Correlation Analysis Guide

WHEN TO USE: *Use when you need to understand variable relationships.

THE PROMPT:

You are an investment banker preparing a sector landscape for a pitch book. Conduct a correlation analysis for [SUBJECT/COMPANY/TOPIC] that respects the difference between correlation and causation.

Context:

- Industry: [INDUSTRY]
- Purpose: [WHY YOU NEED THIS ANALYSIS]
- Scope: [BOUNDARIES]
- Audience: [WHO WILL READ THIS]

Analyze:

1. Correlation matrix
2. Strength and direction
3. Statistical significance
4. Confounders
5. Causation assessment
6. Non-linear relationships

7. Segment differences

8. Actionable relationships

9. Next analyses

10. Visualization recommendations

Present findings with:

- Executive summary (3 sentences)

- Detailed analysis by section

- Key insights ranked by importance

- Recommended actions

- Data sources and confidence level for each finding

Do NOT provide generic analysis. Every finding must be specific, evidenced, and actionable.

PRO TIP: The best research combines multiple data sources — triangulate findings from at least 3 sources before drawing conclusions.

RECOMMENDED TOOL: Perplexity (for data) + Claude (for analysis).

PROMPT #155: Data Visualization Recommender

WHEN TO USE: *Use when you need the right chart for your data.

THE PROMPT:

You are a Pew Research methodologist analyzing demographic and behavioral data. Recommend the right data visualizations for [SUBJECT/COMPANY/TOPIC] given the audience and the decision being supported.

Context:

- Industry: [INDUSTRY]

- Purpose: [WHY YOU NEED THIS ANALYSIS]

- Scope: [BOUNDARIES]

- Audience: [WHO WILL READ THIS]

Analyze:

1. Primary chart recommendation

2. Alternative approach

3. Design specifications
4. Color and accessibility
5. Annotation strategy
6. Title and labels
7. Common mistakes to avoid
8. Tool recommendation
9. Mobile/print considerations
10. Storytelling guidance

Present findings with:
- Executive summary (3 sentences)
- Detailed analysis by section
- Key insights ranked by importance
- Recommended actions
- Data sources and confidence level for each finding

Do NOT provide generic analysis. Every finding must be specific, evidenced, and actionable.

PRO TIP: The best research combines multiple data sources — triangulate findings from at least 3 sources before drawing conclusions.

RECOMMENDED TOOL: Perplexity (for data) + Claude (for analysis).

PROMPT #156: A/B Test Results Interpreter

WHEN TO USE: *Use when you need to determine if test results are significant.

THE PROMPT:

You are a Deloitte Insights senior manager publishing thought leadership reports. Interpret the A/B test results for [SUBJECT/COMPANY/TOPIC] with statistical rigor and a clear ship/kill recommendation.

Context:
- Industry: [INDUSTRY]
- Purpose: [WHY YOU NEED THIS ANALYSIS]
- Scope: [BOUNDARIES]

- Audience: [WHO WILL READ THIS]

Analyze:

1. Statistical significance
2. Practical significance
3. Sample size adequacy
4. Segment analysis
5. Novelty effect check
6. Revenue impact projection
7. Risk assessment
8. Implementation recommendation
9. Follow-up tests
10. Plain-language summary

Present findings with:

- Executive summary (3 sentences)
- Detailed analysis by section
- Key insights ranked by importance
- Recommended actions
- Data sources and confidence level for each finding

Do NOT provide generic analysis. Every finding must be specific, evidenced, and actionable.

PRO TIP: The best research combines multiple data sources — triangulate findings from at least 3 sources before drawing conclusions.

RECOMMENDED TOOL: Perplexity (for data) + Claude (for analysis).

PROMPT #157: Survey Analysis Framework

WHEN TO USE: *Use when you need to extract insights from survey data.

THE PROMPT:

You are a Morningstar analyst writing a deep-dive on industry economics. Build a survey analysis framework for [SUBJECT/COMPANY/TOPIC] that turns raw responses into actionable insight.

Context:
- Industry: [INDUSTRY]
- Purpose: [WHY YOU NEED THIS ANALYSIS]
- Scope: [BOUNDARIES]
- Audience: [WHO WILL READ THIS]
Analyze:
1. Response quality assessment
2. Demographic breakdown
3. Key findings
4. Quantitative analysis
5. Open-ended theme identification
6. Segment differences
7. Trend comparisons
8. Priority matrix
9. Limitations
10. Recommendations and follow-up
Present findings with:
- Executive summary (3 sentences)
- Detailed analysis by section
- Key insights ranked by importance
- Recommended actions
- Data sources and confidence level for each finding
Do NOT provide generic analysis. Every finding must be specific, evidenced, and actionable.

PRO TIP: The best research combines multiple data sources — triangulate findings from at least 3 sources before drawing conclusions.

RECOMMENDED TOOL: Perplexity (for data) + Claude (for analysis).

PROMPT #158: Financial Data Interpreter

WHEN TO USE: *Use when you need to make sense of financial data.

THE PROMPT:

You are a market research director at Nielsen tracking consumer trends. Interpret the financial data for [SUBJECT/COMPANY/TOPIC] in a way that surfaces the story behind the numbers.

Context:

- Industry: [INDUSTRY]
- Purpose: [WHY YOU NEED THIS ANALYSIS]
- Scope: [BOUNDARIES]
- Audience: [WHO WILL READ THIS]

Analyze:

1. Performance summary
2. Revenue analysis
3. Profitability trends
4. Efficiency ratios
5. Cash position
6. Variance analysis
7. Peer comparison
8. Red and green flags
9. Forecast implications
10. Recommendations

Present findings with:

- Executive summary (3 sentences)
- Detailed analysis by section
- Key insights ranked by importance
- Recommended actions
- Data sources and confidence level for each finding

Do NOT provide generic analysis. Every finding must be specific, evidenced, and actionable.

PRO TIP: The best research combines multiple data sources — triangulate findings from at least 3 sources before drawing conclusions.

RECOMMENDED TOOL: Perplexity (for data) + Claude (for analysis).

PROMPT #159: Performance Benchmarking Report

WHEN TO USE: *Use when you need to compare metrics against standards.

THE PROMPT:

You are a Goldman Sachs sector strategist briefing institutional clients. Produce a performance benchmarking report for [SUBJECT/COMPANY/TOPIC] using credible comparators and honest gap analysis.

Context:

- Industry: [INDUSTRY]
- Purpose: [WHY YOU NEED THIS ANALYSIS]
- Scope: [BOUNDARIES]
- Audience: [WHO WILL READ THIS]

Analyze:

1. Your metrics vs. benchmarks
2. Gap analysis
3. Trend direction
4. Context for gaps
5. Relative strengths
6. Relative weaknesses
7. Improvement priorities
8. Action plan
9. Target setting
10. Monitoring plan

Present findings with:

- Executive summary (3 sentences)
- Detailed analysis by section
- Key insights ranked by importance
- Recommended actions
- Data sources and confidence level for each finding

Do NOT provide generic analysis. Every finding must be specific, evidenced, and actionable.

PRO TIP: The best research combines multiple data sources — triangulate findings from at least 3 sources before drawing conclusions.

RECOMMENDED TOOL: Perplexity (for data) + Claude (for analysis).

PROMPT #160: Predictive Scenario Modeler

WHEN TO USE: *Use when you need to model different future scenarios.

THE PROMPT:

You are a Harvard Business Review contributor researching strategic frameworks. Build a predictive scenario model for [SUBJECT/COMPANY/TOPIC] with explicit assumptions, ranges, and decision triggers.

Context:

- Industry: [INDUSTRY]
- Purpose: [WHY YOU NEED THIS ANALYSIS]
- Scope: [BOUNDARIES]
- Audience: [WHO WILL READ THIS]

Analyze:

1. Best case scenario
2. Base case scenario
3. Worst case scenario
4. Stress test scenario
5. Custom scenario
6. Sensitivity analysis
7. Probability estimates
8. Decision implications
9. Key variables to monitor
10. Trigger points for action

Present findings with:

- Executive summary (3 sentences)
- Detailed analysis by section
- Key insights ranked by importance

- Recommended actions

- Data sources and confidence level for each finding

Do NOT provide generic analysis. Every finding must be specific, evidenced, and actionable.

PRO TIP: The best research combines multiple data sources — triangulate findings from at least 3 sources before drawing conclusions.

RECOMMENDED TOOL: Perplexity (for data) + Claude (for analysis).

Academic & Professional Research

PROMPT #161: Literature Review Synthesizer

WHEN TO USE: *Use when you need to synthesize multiple sources into a review.

THE PROMPT:

You are a private equity operating partner conducting commercial due diligence. Synthesize a literature review on [SUBJECT/COMPANY/TOPIC] that maps the field rather than just listing sources.

Context:

- Industry: [INDUSTRY]

- Purpose: [WHY YOU NEED THIS ANALYSIS]

- Scope: [BOUNDARIES]

- Audience: [WHO WILL READ THIS]

Analyze:

1. Overview of knowledge state

2. Key themes across literature

3. Methodological approaches

4. Areas of consensus

5. Areas of debate

6. Research gaps

7. Evolution of thinking

8. Implications for practice

9. Recommended citations

10. Framework for organizing

Present findings with:

- Executive summary (3 sentences)
- Detailed analysis by section
- Key insights ranked by importance
- Recommended actions
- Data sources and confidence level for each finding

Do NOT provide generic analysis. Every finding must be specific, evidenced, and actionable.

PRO TIP: The best research combines multiple data sources — triangulate findings from at least 3 sources before drawing conclusions.

RECOMMENDED TOOL: Perplexity (for data) + Claude (for analysis).

PROMPT #162: Methodology Comparison Matrix

WHEN TO USE: *Use when you need to choose between research methods.

THE PROMPT:

You are an Accenture managing director leading industry transformation studies. Build a methodology comparison matrix for [SUBJECT/COMPANY/TOPIC] and recommend the best approach for the question at hand.

Context:

- Industry: [INDUSTRY]
- Purpose: [WHY YOU NEED THIS ANALYSIS]
- Scope: [BOUNDARIES]
- Audience: [WHO WILL READ THIS]

Analyze:

1. Method descriptions

2. Strengths for your question

3. Limitations
4. Data type produced
5. Sample requirements
6. Time and cost
7. Validity considerations
8. Ethical concerns
9. Best conditions
10. Recommendation

Present findings with:
- Executive summary (3 sentences)
- Detailed analysis by section
- Key insights ranked by importance
- Recommended actions
- Data sources and confidence level for each finding

Do NOT provide generic analysis. Every finding must be specific, evidenced, and actionable.

PRO TIP: The best research combines multiple data sources — triangulate findings from at least 3 sources before drawing conclusions.

RECOMMENDED TOOL: Perplexity (for data) + Claude (for analysis).

PROMPT #163: Research Gap Identifier

WHEN TO USE: *Use when you need to find unexplored areas in a field.

THE PROMPT:

You are a research lead at the Economist Intelligence Unit covering this sector. Identify the research gaps in [SUBJECT/COMPANY/TOPIC] that would justify a new study or investigation.

Context:
- Industry: [INDUSTRY]
- Purpose: [WHY YOU NEED THIS ANALYSIS]
- Scope: [BOUNDARIES]
- Audience: [WHO WILL READ THIS]

Analyze:

1. Theoretical gaps
2. Methodological gaps
3. Population gaps
4. Context gaps
5. Temporal gaps
6. Practical gaps
7. Contradictions needing resolution
8. Research questions
9. Feasibility assessment
10. Priority ranking

Present findings with:

- Executive summary (3 sentences)
- Detailed analysis by section
- Key insights ranked by importance
- Recommended actions
- Data sources and confidence level for each finding

Do NOT provide generic analysis. Every finding must be specific, evidenced, and actionable.

PRO TIP: The best research combines multiple data sources — triangulate findings from at least 3 sources before drawing conclusions.

RECOMMENDED TOOL: Perplexity (for data) + Claude (for analysis).

PROMPT #164: Source Credibility Assessment

WHEN TO USE: *Use when you need to evaluate source reliability.

THE PROMPT:

You are a Frost & Sullivan growth consultant mapping competitive dynamics. Assess the credibility of the available sources on [SUBJECT/COMPANY/TOPIC], separating reliable from compromised.

Context:

- Industry: [INDUSTRY]

- Purpose: [WHY YOU NEED THIS ANALYSIS]
- Scope: [BOUNDARIES]
- Audience: [WHO WILL READ THIS]

Analyze:

1. Currency evaluation
2. Relevance assessment
3. Authority verification
4. Accuracy check
5. Purpose and bias analysis
6. Methodology soundness
7. Peer review status
8. Citation analysis
9. Conflicts of interest
10. Credibility verdict

Present findings with:

- Executive summary (3 sentences)
- Detailed analysis by section
- Key insights ranked by importance
- Recommended actions
- Data sources and confidence level for each finding

Do NOT provide generic analysis. Every finding must be specific, evidenced, and actionable.

PRO TIP: The best research combines multiple data sources — triangulate findings from at least 3 sources before drawing conclusions.

RECOMMENDED TOOL: Perplexity (for data) + Claude (for analysis).

PROMPT #165: Citation & Source Finder

WHEN TO USE: *Use when you need to find quality sources for research.

THE PROMPT:

You are a strategic foresight expert at a global policy institute. Find the most authoritative citations and sources on

[SUBJECT/COMPANY/TOPIC] worth standing on.

Context:

- Industry: [INDUSTRY]
- Purpose: [WHY YOU NEED THIS ANALYSIS]
- Scope: [BOUNDARIES]
- Audience: [WHO WILL READ THIS]

Analyze:

1. Search strategy
2. Key search terms
3. Recommended databases
4. Seminal works
5. Recent key studies
6. Data sources
7. Grey literature
8. Systematic search methodology
9. Quality filters
10. Organization strategy

Present findings with:

- Executive summary (3 sentences)
- Detailed analysis by section
- Key insights ranked by importance
- Recommended actions
- Data sources and confidence level for each finding

Do NOT provide generic analysis. Every finding must be specific, evidenced, and actionable.

PRO TIP: The best research combines multiple data sources — triangulate findings from at least 3 sources before drawing conclusions.

RECOMMENDED TOOL: Perplexity (for data) + Claude (for analysis).

PROMPT #166: Thesis Statement Developer

WHEN TO USE: *Use when you need to develop a strong thesis.

THE PROMPT:

You are an analyst at a sovereign wealth fund evaluating thematic investments. Develop a defensible thesis statement on [SUBJECT/COMPANY/TOPIC] that takes a clear position and can be argued.

Context:

- Industry: [INDUSTRY]
- Purpose: [WHY YOU NEED THIS ANALYSIS]
- Scope: [BOUNDARIES]
- Audience: [WHO WILL READ THIS]

Analyze:

1. Weak thesis example
2. Moderate thesis
3. Strong thesis
4. Counterintuitive thesis
5. Comparative thesis
6. Scope assessment
7. Research feasibility
8. Original contribution
9. Evidence requirements
10. Counterargument preparation

Present findings with:

- Executive summary (3 sentences)
- Detailed analysis by section
- Key insights ranked by importance
- Recommended actions
- Data sources and confidence level for each finding

Do NOT provide generic analysis. Every finding must be specific, evidenced, and actionable.

PRO TIP: The best research combines multiple data sources — triangulate findings from at least 3 sources before drawing conclusions.

RECOMMENDED TOOL: Perplexity (for data) + Claude (for analysis).

PROMPT #167: Argument Construction Builder

WHEN TO USE: *Use when you need to build a rigorous logical argument.

THE PROMPT:

You are a Stratechery-style independent analyst writing a sector breakdown. Construct the strongest possible argument for the claim about [SUBJECT/COMPANY/TOPIC], with evidence properly weighted.

Context:

- Industry: [INDUSTRY]
- Purpose: [WHY YOU NEED THIS ANALYSIS]
- Scope: [BOUNDARIES]
- Audience: [WHO WILL READ THIS]

Analyze:

1. Central claim
2. Supporting premises
3. Evidence for each
4. Argument structure type
5. Warrants and assumptions
6. Counterarguments and rebuttals
7. Qualifications and limits
8. Evidence hierarchy
9. Logical fallacy check
10. Strengthening recommendations

Present findings with:

- Executive summary (3 sentences)
- Detailed analysis by section
- Key insights ranked by importance
- Recommended actions
- Data sources and confidence level for each finding

Do NOT provide generic analysis. Every finding must be specific, evidenced, and actionable.

PRO TIP: The best research combines multiple data sources — triangulate findings from at least 3 sources before drawing conclusions.

RECOMMENDED TOOL: Perplexity (for data) + Claude (for analysis).

PROMPT #168: Counter-Argument Generator

WHEN TO USE: *Use when you need to anticipate objections to your position.

THE PROMPT:

You are a corporate strategy lead at a publicly traded company in this space. Generate the strongest counter-arguments to the position on [SUBJECT/COMPANY/TOPIC] that a thoughtful critic would raise.

Context:

- Industry: [INDUSTRY]
- Purpose: [WHY YOU NEED THIS ANALYSIS]
- Scope: [BOUNDARIES]
- Audience: [WHO WILL READ THIS]

Analyze:

1. Strongest counterarguments (5)
2. Who makes each argument
3. Evidence they’d cite
4. Emotional appeal
5. Your response to each
6. Bridge phrases
7. Concessions to make
8. The gotcha question
9. Common ground
10. Strategic advice

Present findings with:

- Executive summary (3 sentences)
- Detailed analysis by section
- Key insights ranked by importance

- Recommended actions

- Data sources and confidence level for each finding

Do NOT provide generic analysis. Every finding must be specific, evidenced, and actionable.

PRO TIP: The best research combines multiple data sources — triangulate findings from at least 3 sources before drawing conclusions.

RECOMMENDED TOOL: Perplexity (for data) + Claude (for analysis).

PROMPT #169: Abstract Writing Assistant

WHEN TO USE: *Use when you need to write a research paper abstract.

THE PROMPT:

You are a Mercer consultant providing executives with market intelligence. Write an abstract for the work on [SUBJECT/COMPANY/TOPIC] that captures contribution, method, and findings in 250 words.

Context:

- Industry: [INDUSTRY]

- Purpose: [WHY YOU NEED THIS ANALYSIS]

- Scope: [BOUNDARIES]

- Audience: [WHO WILL READ THIS]

Analyze:

1. Context statement

2. Purpose statement

3. Methods summary

4. Key results

5. Conclusions

6. Keywords

7. Formal version

8. Accessible version

9. Word count compliance

10. Stand-alone clarity check

Present findings with:

- Executive summary (3 sentences)
- Detailed analysis by section
- Key insights ranked by importance
- Recommended actions
- Data sources and confidence level for each finding

Do NOT provide generic analysis. Every finding must be specific, evidenced, and actionable.

PRO TIP: The best research combines multiple data sources — triangulate findings from at least 3 sources before drawing conclusions.

RECOMMENDED TOOL: Perplexity (for data) + Claude (for analysis).

PROMPT #170: Peer Review Feedback Generator

WHEN TO USE: *Use when you need to review academic or professional work.

THE PROMPT:

You are an industry research director at S&P Global Market Intelligence. Generate peer-review feedback on the work about [SUBJECT/COMPANY/TOPIC] that is rigorous, constructive, and actionable.

Context:

- Industry: [INDUSTRY]
- Purpose: [WHY YOU NEED THIS ANALYSIS]
- Scope: [BOUNDARIES]
- Audience: [WHO WILL READ THIS]

Analyze:

1. Argument assessment
2. Evidence evaluation
3. Logic check
4. Structure review
5. Methodology assessment
6. Originality evaluation

7. Writing quality

8. Completeness check

9. Top priorities

10. Overall assessment

Present findings with:

- Executive summary (3 sentences)

- Detailed analysis by section

- Key insights ranked by importance

- Recommended actions

- Data sources and confidence level for each finding

Do NOT provide generic analysis. Every finding must be specific, evidenced, and actionable.

PRO TIP: The best research combines multiple data sources — triangulate findings from at least 3 sources before drawing conclusions.

RECOMMENDED TOOL: Perplexity (for data) + Claude (for analysis).

Fact-Checking & Verification

PROMPT #171: Context Verification Checker

WHEN TO USE: *Use when a quote or claim seems accurate but might be taken out of context.

THE PROMPT:

You are a fact-checker specializing in contextual accuracy. Verify whether this quote/claim is being used in its proper context.

The claim as presented:

“[THE CLAIM OR QUOTE AS YOU ENCOUNTERED IT]”

Alleged source: [WHO SUPPOSEDLY SAID/WROTE IT]

Used by: [WHO IS USING THIS CLAIM AND FOR WHAT PURPOSE]

Verify:

1. Attribution: Did this person actually say/write this?

2. Original context: What was the full context (surrounding text, conversation, situation)?

3. Intent: What did the author originally mean?

4. Selective editing: Were words removed that change the meaning?

5. Temporal context: When was this said? Have circumstances changed since?

6. Audience context: Who was the original audience? Does meaning shift with a different audience?

7. Current usage: Does the current usage accurately reflect the original meaning?

Verdict: [IN CONTEXT / PARTIALLY OUT OF CONTEXT / SIGNIFICANTLY OUT OF CONTEXT / FABRICATED]

Corrected version: How this should be presented accurately with full context.

PRO TIP: A true quote can still be misleading — always check what came before and after it.

RECOMMENDED TOOL: Perplexity + Claude.

PROMPT #172: Timeline Verification Tool

WHEN TO USE: *Use when you need to verify the chronological accuracy of events in a narrative.

THE PROMPT:

You are a chronological fact-checker. Verify the timeline accuracy of the following events.

Claimed timeline:

[LIST EVENTS WITH DATES AS PRESENTED]

Context: [WHERE THIS TIMELINE APPEARS]

Verify:

1. Date accuracy: Is each date correct?

2. Sequence accuracy: Are events in the correct order?

3. Causal claims: Do cause-and-effect relationships hold chronologically?

4. Missing events: Are significant events between listed ones omitted?

5. Temporal gaps: Are gaps between events accurately represented?

6. Concurrent events: Are simultaneous events that provide context mentioned?

Corrected timeline with notes on each change.

Flag any events that cannot be verified.

PRO TIP: False timelines are one of the most common tools of misinformation — establishing what happened WHEN often reveals what actually caused what.

RECOMMENDED TOOL: Perplexity — best for verifying historical dates and sequences.

PROMPT #173: Quote Authentication Checker

WHEN TO USE: *Use when you encounter a famous or viral quote and need to verify its authenticity.

THE PROMPT:

You are a quote verification specialist. Authenticate the following quote.

Quote: “[THE EXACT QUOTE]”

Attributed to: [PERSON/SOURCE]

Encountered in: [WHERE YOU SAW IT]

Verification steps:

1. Primary source search: Can you find this quote in the person’s actual writings, speeches, or interviews?

2. Earliest appearance: When does this quote first appear in the record?

3. Attribution history: Has this quote been attributed to multiple people?

4. Paraphrase check: Is this an accurate quote or a paraphrase that’s been “quotified”?

5. Contextual accuracy: If real, is it used in the spirit the original speaker intended?

6. Known misattributions: Is this on any lists of commonly misattributed quotes?

Verdict: [VERIFIED / PROBABLE BUT UNVERIFIED / MISATTRIBUTED / FABRICATED / PARAPHRASED]

Correct attribution (if different from claimed).

Note: Many popular quotes are misattributed. When in doubt, don't attribute.

PRO TIP: Einstein, Lincoln, Churchill, and Mark Twain are the most commonly misattributed people in history — verify any quote attributed to them.

RECOMMENDED TOOL: Perplexity — best for tracing quote origins.

PROMPT #174: Consensus Check Tool

WHEN TO USE: *Use when you need to determine whether a claim represents expert consensus or a fringe view.

THE PROMPT:

You are a science and policy analyst. Determine the level of expert consensus on the following claim.

Claim: "[THE CLAIM TO EVALUATE]"

Field: [RELEVANT DISCIPLINE]

Context: [WHY YOU NEED TO KNOW THIS]

Assess:

1. Expert consensus level: [STRONG CONSENSUS / EMERGING CONSENSUS / ACTIVE DEBATE / MINORITY VIEW / FRINGE]

2. What the majority of experts say: Summarize the mainstream view

3. What dissenters say: The strongest dissenting position

4. Evidence quality: What type and quality of evidence supports each position?

5. Institutional positions: What do major organizations (WHO, NIH, NAS, etc.) say?

6. Recent developments: Has the consensus shifted recently?

7. Qualification: Are the experts quoted actually experts in THIS specific area?

8. Manufactured debate: Is the appearance of debate being created by non-experts or interested parties?

Rating: Percentage of relevant experts who agree with this claim (estimate with reasoning).

Note: Consensus doesn't mean unanimity. 97% agreement is strong consensus even though 3% disagree.

PRO TIP: Manufactured controversy makes fringe positions appear equally valid — check whether the 'debate' exists among actual experts or only in media.

RECOMMENDED TOOL: Perplexity (for current expert positions) + Claude (for analysis).

PROMPT #175: Expert Perspective Summarizer

WHEN TO USE: *Use when you need to understand what leading experts think about a topic or controversy.

THE PROMPT:

You are a research journalist. Summarize expert perspectives on [TOPIC/CONTROVERSY].

Topic: [DESCRIPTION]

Key question: [THE SPECIFIC QUESTION EXPERTS DISAGREE ON]

Map expert positions:

1. Position A: [THE MAINSTREAM/MAJORITY VIEW]
   - Key proponents (types of experts, not names)
   - Evidence supporting this view
   - Strongest argument
2. Position B: [AN ALTERNATIVE VIEW]
   - Key proponents
   - Evidence supporting this view
   - Strongest argument
3. Position C: [IF A THIRD SIGNIFICANT VIEW EXISTS]
   - Key proponents
   - Evidence and arguments

Analysis:

- Where experts agree (common ground)

- Where they disagree (specific points of contention)

- Why they disagree (different methodologies, values, or evidence interpretation)

- What would resolve the debate (what evidence would settle it)

- Current trajectory (is consensus forming in one direction?)

Present objectively — do not take a side. Help the reader understand the landscape of informed opinion.

PRO TIP: When summarizing expert views, note the experts' specific credentials — an economist's opinion on economics carries more weight than a physicist's.

RECOMMENDED TOOL: Perplexity (for current expert views) + Claude (for balanced synthesis).

Competitive Intelligence

PROMPT #176: Competitor Website Teardown

WHEN TO USE: *Use when you need to analyze a competitor‘s website strategy, messaging, and conversion approach.

THE PROMPT:

You are a conversion optimization analyst. Conduct a detailed teardown of [COMPETITOR WEBSITE URL].

Analyze:

1. Value proposition: What do they promise on the homepage? Is it clear within 5 seconds?

2. Messaging hierarchy: What's the headline, subheadline, and supporting copy?

3. Target audience signals: Who is this website designed for?

4. Trust elements: Testimonials, logos, certifications, social proof

5. CTA strategy: What actions do they want visitors to take? How many CTAs per page?

6. Content strategy: Blog topics, resource library, lead magnets

7. SEO signals: Title tags, meta descriptions, keyword targeting

8. Conversion funnel: How does a visitor become a customer?

9. Technology: Tools and platforms visible (chatbot, analytics, CRM)

10. Mobile experience: How does it perform on mobile?

Provide:

- 5 things they do better than us

- 5 things we do better

- 3 ideas to steal and improve upon

- 1 gap they're leaving open that we can exploit

PRO TIP: Screenshot competitor websites quarterly — they change messaging and positioning frequently, and the changes reveal their strategy.

RECOMMENDED TOOL: Claude — provides strategic analysis beyond surface-level observation.

PROMPT #177: Feature Comparison Matrix

WHEN TO USE: *Use when you need a detailed feature-by-feature comparison across competing products.

THE PROMPT:

You are a product analyst. Create a comprehensive feature comparison matrix for [YOUR PRODUCT] vs. [COMPETITOR 1], [COMPETITOR 2], [COMPETITOR 3].

Product category: [CATEGORY]

Target buyer: [WHO MAKES THE PURCHASE DECISION]

Key buying criteria: [WHAT MATTERS MOST TO BUYERS]

Compare across:

1. Core features: [LIST 10–15 KEY FEATURES]

2. Pricing: Model, tiers, per-user vs. flat rate

3. Integrations: Key platform connections

4. Support: Channels, hours, SLAs

5. Security: Certifications, encryption, compliance

6. Scalability: Limits, enterprise options

7. Ease of use: Onboarding, learning curve, UI quality

8. Mobile: App availability and functionality

9. Customization: How adaptable is the product?

10. Contract: Terms, commitments, cancellation

For each feature: [HAS / PARTIAL / DOESN'T HAVE / SUPERIOR / UNKNOWN]

Summary:

- Our unique advantages (features only we have)

- Competitive parity (features everyone has)

- Our gaps (features competitors have that we don't)

- Buyer recommendation by use case

PRO TIP: Update this matrix before every competitive deal — outdated feature comparisons lose deals when prospects fact-check you.

RECOMMENDED TOOL: Perplexity (for current feature data) + Claude (for analysis).

PROMPT #178: Competitor Pricing Intelligence

WHEN TO USE: *Use when you need to gather and analyze competitor pricing strategies.

THE PROMPT:

You are a pricing intelligence analyst. Research and analyze the pricing strategy of [COMPETITOR 1], [COMPETITOR 2], and [COMPETITOR 3].

Your product: [DESCRIPTION]

Your pricing: [CURRENT PRICING]

Market segment: [WHO YOU BOTH SELL TO]

For each competitor:

1. Pricing model: How they charge (subscription, per-user, usage, tiered)

2. Published prices: Each tier with features included

3. Hidden costs: Implementation, support, overages, add-ons

4. Discount patterns: How aggressive, when they discount, typical percentages

5. Free tier/trial: What's available for free

6. Enterprise pricing: Custom pricing indicators

7. Recent price changes: Any changes in last 12 months

8. Value positioning: How they justify their price

Analysis:

- Price positioning map: Where each competitor sits (premium ↔ budget)

- Value-for-money comparison by buyer segment

- Our pricing advantage or vulnerability

- Recommended pricing response actions

PRO TIP: Mystery-shop competitors annually — go through their sales process as a buyer to learn their pricing, discounts, and negotiation tactics.

RECOMMENDED TOOL: Perplexity — best for finding current pricing information.

PROMPT #179: Marketing Strategy Reverse-Engineer

WHEN TO USE: *Use when you need to understand how a competitor acquires customers and builds their brand.

THE PROMPT:

You are a competitive marketing analyst. Reverse-engineer the marketing strategy of [COMPETITOR].

Competitor: [NAME AND WEBSITE]

Our company: [BRIEF DESCRIPTION]

Analyze their:

1. Positioning: How they differentiate in the market

2. Content strategy: What they publish, where, how often, what topics

3. SEO strategy: What keywords they rank for, content types, link building

4. Paid advertising: Where they advertise, estimated spend, ad copy themes

5. Social media: Platforms, posting frequency, engagement rates, content types

6. Email marketing: Newsletter, sequences, cadence, offers

7. Events/webinars: Types, frequency, topics, conversion approach

8. Partnerships: Co-marketing, integrations, affiliates

9. PR/media: Press coverage, spokesperson strategy, thought leadership

10. Community: User groups, forums, social proof building

Estimate:

- Their marketing budget allocation

- Their primary customer acquisition channel

- Their most effective tactic (based on investment signals)

Recommend: 3 tactics to adopt, 3 tactics to avoid, and 1 channel they're ignoring that we should own.

PRO TIP: Subscribe to every competitor's email list, follow their social accounts, and set Google Alerts for their name — competitive intelligence is an ongoing practice, not a one-time project.

RECOMMENDED TOOL: Perplexity (for data) + Claude (for strategic analysis).

PROMPT #180: Customer Review Mining Analyzer

WHEN TO USE: *Use when you want to extract insights from competitor customer reviews.

THE PROMPT:

You are a customer intelligence analyst. Analyze customer reviews of [COMPETITOR PRODUCT] to extract competitive intelligence.

Competitor product: [NAME]

Review sources: [G2, CAPTERRA, TRUSTPILOT, AMAZON, APP STORE — specify]

Number of reviews to analyze: [50–200]

Extract:

1. Top praised features: What customers love most (with frequency)

2. Top complaints: What frustrates customers most (with frequency)

3. Switching triggers: Why customers switched TO this product

4. Leaving triggers: Why customers are considering leaving

5. Use case patterns: How customers actually use the product

6. Pricing sentiment: Do customers feel it's good value?

7. Support sentiment: How do they rate customer support?

8. Competitor mentions: Which other products are mentioned (and how)

9. Feature requests: What customers wish the product had

10. Emotional language: What words customers use most often (positive and negative)

Strategic implications:

- Opportunities for us: Complaints we can solve

- Messaging ammunition: Their weaknesses to highlight

- Feature priorities: Gaps we should fill

- Win themes: How to position against this competitor in sales conversations

PRO TIP: One-star and five-star reviews tell you features — three-star reviews tell you strategy. The middle reviews reveal what makes customers ambivalent.

RECOMMENDED TOOL: Claude — best at pattern recognition across large volumes of text.

PROMPT #181: Talent & Hiring Signal Analysis

WHEN TO USE: *Use when you want to understand a competitor‘s strategic direction by analyzing their hiring patterns.

THE PROMPT:

You are a competitive intelligence analyst specializing in talent signals. Analyze the hiring activity of [COMPETITOR].

Competitor: [NAME]

Their website/careers page: [URL]

Industry: [INDUSTRY]

Analyze:

1. Open positions: Categories and count (engineering, sales, marketing, operations, etc.)

2. Team growth signals: Which departments are growing fastest?

3. Seniority patterns: Are they hiring leaders or individual contributors?

4. Skills emphasis: What technical skills, tools, or frameworks appear most in listings?

5. Geographic signals: Where are they hiring? Remote vs. office?

6. New capabilities: Are they hiring for skills they didn't have before?

7. Product signals: What do engineering roles suggest about their product roadmap?

8. Go-to-market signals: What do sales/marketing roles suggest about their GTM strategy?

9. Funding signals: Hiring pace relative to their stage (overspending or investing?)

10. Culture signals: What do job descriptions reveal about their work culture?

Strategic interpretation:

- What this tells us about their strategy

- What they're building that we should watch for

- How their team structure compares to ours

- Talent competition: Are we fishing in the same pool?

PRO TIP: Set up weekly alerts for competitor job postings — a sudden burst of engineering hiring usually means a product launch in 3–6 months.

RECOMMENDED TOOL: Perplexity (for current job data) + Claude (for interpretation).

PROMPT #182: Technology Stack Research

WHEN TO USE: *Use when you need to understand what technologies a competitor or prospect uses.

THE PROMPT:

You are a technology analyst. Research the technology stack of [COMPANY].

Company: [NAME AND WEBSITE]

Purpose: [COMPETITIVE INTELLIGENCE / PROSPECT RESEARCH / PARTNERSHIP EVALUATION]

Research:

1. Frontend: Languages, frameworks, CMS

2. Backend: Server technology, programming languages

3. Hosting/infrastructure: Cloud provider, CDN, deployment

4. Analytics: Tracking, attribution, reporting tools

5. Marketing tools: Email, automation, CRM, ad platforms

6. Customer support: Help desk, chat, knowledge base

7. Payment processing: Payment gateway, billing

8. Security: SSL, authentication, compliance tools

9. Third-party integrations: APIs, data providers, partners

10. Development practices: CI/CD, monitoring, version control

Sources to check: BuiltWith, Wappalyzer, SimilarTech, job postings, GitHub, documentation

Strategic implications:

- Integration opportunities: Where our product fits

- Migration difficulty: How hard would it be for them to switch

- Technology debt signals: Signs of outdated infrastructure

- Innovation indicators: Use of cutting-edge vs. legacy technology

PRO TIP: Job postings often reveal the most accurate technology stack — what they're hiring for tells you what they actually use and what they're building.

RECOMMENDED TOOL: Perplexity — best for current technology stack research.

PROMPT #183: Partnership Mapping Tool

WHEN TO USE: *Use when you need to understand a company‘s partnership ecosystem and identify opportunities.

THE PROMPT:

You are a business development strategist. Map the partnership ecosystem of [COMPANY/COMPETITOR].

Company: [NAME]

Your interest: [WHY YOU'RE MAPPING THIS — competitive intel, partnership opportunities, market understanding]

Map:

1. Technology partners: Integrations, platform partnerships

2. Channel partners: Resellers, affiliates, distributors

3. Strategic alliances: Co-development, co-marketing agreements

4. Investment relationships: Investors who might influence partnerships

5. Customer partnerships: Key accounts that serve as case studies or co-development partners

6. Industry associations: Memberships, board seats, speaking roles

7. Academic partnerships: University research, advisory relationships

8. Ecosystem role: Platform, plugin, independent — where they sit

For each partnership:

- Partner name and type
- Apparent depth of relationship
- Strategic value (what each party gets)
- Competitive implications for us

Opportunity analysis:

- Partnerships we should pursue (their partners or similar)
- Partnerships that threaten us
- White spaces: Partnership types they're missing that we could fill

PRO TIP: Partners' press releases often reveal partnership details that neither company publicizes on their website — search '[competitor] + partnership announcement.'

RECOMMENDED TOOL: Perplexity (for current partnership data) + Claude (for strategic analysis).

PROMPT #184: Content Strategy Analyzer

WHEN TO USE: *Use when you want to understand and learn from a competitor**‘**s content marketing approach.

THE PROMPT:

You are a content strategist. Analyze the content strategy of [COMPETITOR] and identify opportunities.

Competitor: [NAME AND WEBSITE]

Our content focus: [WHAT WE CURRENTLY PUBLISH]

Analyze:

1. Content types: Blog, video, podcast, newsletter, social, webinars, ebooks
2. Publishing frequency: How often per channel
3. Topic themes: What subject clusters do they cover?
4. Content quality: Depth, originality, production value
5. SEO performance: Top-ranking content, estimated organic traffic
6. Social engagement: Which content gets shared/commented most
7. Lead magnets: What gated content do they offer?
8. Distribution: Where and how they promote content
9. Content funnel: Awareness → consideration → decision content mapping
10. Unique angle: What's their editorial perspective or brand voice?

Comparison and opportunities:

- Topics they cover well that we should match
- Topics they cover poorly that we can beat
- Topics they ignore that we can own
- Format opportunities: Content types they don't use
- Distribution gaps: Channels they're not using
- Recommended content calendar: 10 specific content pieces to create based on this analysis

PRO TIP: Analyze their top 10 most-trafficked blog posts — these reveal what their audience cares about most, and you can create superior versions.

RECOMMENDED TOOL: Perplexity (for traffic and performance data) + Claude (for strategy).

PROMPT #185: Market Positioning Assessment

WHEN TO USE: *Use when you need to understand how competitors position themselves and find your unique space.

THE PROMPT:

You are a brand strategist. Assess the market positioning of key players in [INDUSTRY/CATEGORY] and identify positioning opportunities.

Players to analyze:

1. [YOUR COMPANY]: [CURRENT POSITIONING]
2. [COMPETITOR 1]: [THEIR APPARENT POSITIONING]
3. [COMPETITOR 2]: [THEIR APPARENT POSITIONING]
4. [COMPETITOR 3]: [THEIR APPARENT POSITIONING]

For each player:

1. Positioning statement: What they claim to be (as stated on their website)
2. Target audience: Who they're speaking to
3. Key differentiator: What makes them unique (claimed vs. actual)
4. Price positioning: Premium, mid-market, or budget
5. Brand personality: How they communicate (innovative, reliable, rebellious, etc.)
6. Proof points: How they support their positioning
7. Positioning strength: How believable and defensible is their position?

Positioning map: Place all players on two axes:

- Axis 1: [RELEVANT DIMENSION — e.g., simple ↔ powerful]
- Axis 2: [RELEVANT DIMENSION — e.g., affordable ↔ premium]

White space analysis: Where on the map is there no strong player?

Recommended positioning for your company with rationale and messaging framework.

PRO TIP: The best positioning isn't about being 'better' — it's about being the ONLY option in a specific category that matters to your buyer.

RECOMMENDED TOOL: Claude — provides the most strategic positioning analysis.

Strategic Frameworks

PROMPT #186: PESTLE Analysis Generator

WHEN TO USE: *Use when you need a comprehensive macro-environmental analysis.

THE PROMPT:

You are a strategy consultant. Conduct a PESTLE analysis for [COMPANY/INDUSTRY].

Context:

- Company/industry: [DESCRIPTION]
- Geographic focus: [REGION]
- Time horizon: [1/3/5 YEARS]

Analyze each dimension:

1. Political: Government policies, trade regulations, political stability
2. Economic: Growth rates, inflation, interest rates, exchange rates
3. Social: Demographics, cultural trends, consumer behavior shifts
4. Technological: Emerging tech, R&D, digital transformation
5. Legal: Regulations, compliance requirements, pending legislation
6. Environmental: Sustainability, climate regulations, ESG pressures

For each factor:

- Current state
- Direction of change
- Impact on your business (HIGH/MEDIUM/LOW)
- Opportunity or threat?
- Recommended response

Synthesis: Top 3 macro factors that require immediate strategic attention.

PRO TIP: Update PESTLE analyses after major elections, economic events, or regulatory changes — the macro environment shifts in bursts, not gradually.

RECOMMENDED TOOL: Perplexity + Claude.

PROMPT #187: Porter’s Five Forces Analysis

WHEN TO USE: *Use when you need to analyze competitive forces shaping industry profitability.

THE PROMPT:

You are a strategy analyst. Conduct a Porter’s Five Forces analysis for [INDUSTRY].

Industry: [DESCRIPTION]

Your position: [YOUR COMPANY'S ROLE]

Analyze each force:

1. Threat of new entrants: Barriers to entry, capital requirements, brand loyalty

2. Bargaining power of suppliers: Supplier concentration, switching costs, alternatives

3. Bargaining power of buyers: Buyer concentration, price sensitivity, information availability

4. Threat of substitutes: Alternative solutions, switching costs, buyer propensity

5. Competitive rivalry: Number of competitors, growth rate, differentiation, exit barriers

For each force: Rate as STRONG/MODERATE/WEAK with evidence. Explain implications for profitability and strategy.

Strategic recommendations: How to position your company favorably against each force.

PRO TIP: The most profitable industries have strong barriers to entry AND weak buyer power — focus your strategy on reinforcing these two forces.

RECOMMENDED TOOL: Claude — provides the most insightful competitive forces analysis.

PROMPT #188: Customer Journey Mapping

WHEN TO USE: *Use when you need to map the complete customer experience from awareness to advocacy.

THE PROMPT:

You are a customer experience strategist. Map the customer journey for [PRODUCT/SERVICE].

Customer persona: [DESCRIPTION]

Product: [WHAT YOU SELL]

Current pain points: [KNOWN CX ISSUES]

Map each stage:

1. Awareness: How they discover you, touchpoints, emotions
2. Consideration: Research process, comparison factors, questions
3. Decision: Purchase trigger, objections, decision criteria
4. Onboarding: First experience, setup, initial value delivery
5. Usage: Ongoing engagement, feature adoption, support needs
6. Advocacy: What triggers referrals, reviews, repeat purchases

For each stage:

- Customer actions and thoughts
- Emotions (frustrated, excited, confused, satisfied)
- Touchpoints (website, email, phone, in-person, social)
- Pain points and friction
- Opportunities to delight
- Metrics to measure

Gap analysis: Where the current journey fails and recommendations to fix each gap.

PRO TIP: Map the journey from the customer's perspective, not yours — what YOU think happens often differs dramatically from what THEY experience.

RECOMMENDED TOOL: Claude — creates the most empathetic, detailed journey maps.

PROMPT #189: Stakeholder Analysis Matrix

WHEN TO USE: *Use when you need to understand and manage stakeholder relationships.

THE PROMPT:

You are a project management consultant. Create a stakeholder analysis for [PROJECT/INITIATIVE].

Project: [DESCRIPTION]

Key stakeholders: [LIST ROLES — or ask me to identify them]

For each stakeholder:

1. Name/role

2. Interest: What they care about regarding this project

3. Influence: Their power to affect outcomes (HIGH/MEDIUM/LOW)

4. Support level: Current attitude (CHAMPION/SUPPORTER/NEUTRAL/CRITIC/BLOCKER)

5. Impact: How the project affects them

6. Key concerns: Their worries or objections

7. Communication needs: What info they need, how often, what format

8. Management strategy: How to engage them effectively

Stakeholder map: Plot on Power (high/low) × Interest (high/low) grid:

- High power, high interest: Manage closely

- High power, low interest: Keep satisfied

- Low power, high interest: Keep informed

- Low power, low interest: Monitor

Action plan: Top 5 stakeholder engagement actions to prioritize.

PRO TIP: Identify potential blockers early and invest in understanding their concerns — converting one blocker to a neutral is often more valuable than gaining another supporter.

RECOMMENDED TOOL: Claude — creates nuanced stakeholder analyses.

PROMPT #190: Value Chain Analysis

WHEN TO USE: *Use when you need to understand where value is created and costs occur in your business.

THE PROMPT:

You are a management consultant. Conduct a value chain analysis for [COMPANY].

Company: [DESCRIPTION]

Industry: [INDUSTRY]

Current strategic focus: [KEY PRIORITY]

Analyze primary activities:

1. Inbound logistics: How you receive and store inputs
2. Operations: How you transform inputs into outputs
3. Outbound logistics: How you deliver to customers
4. Marketing & sales: How you attract and convert customers
5. Service: How you support customers post-purchase

Analyze support activities:

6. Procurement: How you source materials and services
7. Technology development: R&D and innovation
8. Human resource management: Hiring, training, retention
9. Infrastructure: Finance, legal, management, planning

For each activity:

- Cost as % of total
- Value created for customer
- Competitive advantage or disadvantage
- Improvement opportunity

Margin analysis: Where the most value is created vs. where the most cost occurs. Strategic recommendations: How to optimize the value chain.

PRO TIP: The activities where you have the biggest gap between cost and value created are your competitive advantages — protect and invest in those.

RECOMMENDED TOOL: Claude — creates thorough value chain analyses.

Chapter 5: Education & Learning

Education is changing under AI, and the most thoughtful teachers and learners are not the ones using AI to do the work for them — they're the ones using it to do better work, faster. The prompts in this chapter cover lesson plans, curriculum design, study guides, tutoring, skill development, and self-directed learning systems. Whether you are teaching a classroom, training a team, or learning something new on your own, these prompts help you structure the learning, anticipate the gaps, and accelerate the path from beginner to competent.

Teaching, Self-Learning, Training & Presentations

PROMPT #191: Complete Lesson Plan Generator

WHEN TO USE: *Use when you need a structured, standards-aligned lesson plan.

THE PROMPT:

You are a master teacher with 20 years of experience. Create a detailed lesson plan for:

Subject: [SUBJECT]

Grade level: [GRADE]

Topic: [SPECIFIC TOPIC]

Duration: [CLASS PERIOD LENGTH]

Standards: [APPLICABLE STANDARDS — Common Core, NGSS, state standards]

Prior knowledge: [WHAT STUDENTS ALREADY KNOW]

Lesson plan:

1. Learning objective: Students will be able to [MEASURABLE VERB] [CONTENT]

2. Materials needed: Complete list

3. Warm-up (5 min): Engaging hook connecting to prior knowledge

4. Direct instruction (15 min): Key concepts with examples

5. Guided practice (10 min): Teacher-supported activity

6. Independent practice (10 min): Student work with formative check

7. Assessment: How you'll know they learned it

8. Differentiation: Modifications for above/below grade level and ELL

9. Closure (5 min): Summary and connection to next lesson

10. Extension: Homework or enrichment

Include discussion questions, anticipated misconceptions, and teacher talking points.

PRO TIP: Write the assessment FIRST, then design instruction backward from it — this ensures every activity directly supports what you're measuring.

RECOMMENDED TOOL: Claude — creates the most thorough, standards-aligned lesson plans.

PROMPT #192: Unit Plan Architect

WHEN TO USE: *Use when designing a multi-week instructional unit.

THE PROMPT:

You are a curriculum designer. Create a [NUMBER]-week unit plan for [SUBJECT] on the theme/topic "[UNIT TITLE]."

Grade: [GRADE]

Standards: [KEY STANDARDS]

Enduring understanding: [THE BIG IDEA STUDENTS TAKE AWAY]

Essential questions: [2-3 DRIVING QUESTIONS]

For each week:

- Weekly focus and objectives
- Day-by-day lesson topics
- Activities and assignments
- Formative assessments

Unit components:

- Pre-assessment: Gauge prior knowledge
- Summative assessment: Performance task aligned to enduring understanding
- Rubric: Criteria for the summative assessment
- Differentiation strategy: How to support diverse learners throughout
- Cross-curricular connections: Ties to other subject areas
- Real-world applications: How this connects to students' lives

PRO TIP: Design the summative assessment first, then work backward through the unit — this is Understanding by Design (UbD) in action.

RECOMMENDED TOOL: Claude — handles complex multi-week instructional design.

PROMPT #193: Assessment & Test Creator

WHEN TO USE: *Use when you need a well-designed assessment with varied question types.

THE PROMPT:

You are an assessment design expert. Create a [FORMATIVE/SUMMATIVE] assessment for [SUBJECT], [GRADE LEVEL] on [TOPIC].

Learning objectives being assessed:

1. [OBJECTIVE 1]
2. [OBJECTIVE 2]
3. [OBJECTIVE 3]

Assessment specifications:

- Duration: [TIME]
- Question types: Multiple choice, short answer, extended response, performance task
- Difficulty distribution: 40% recall, 40% application, 20% analysis
- Accommodations: Include modifications for IEP/504 students

Generate:

- 10 multiple choice questions (4 options each, plausible distractors)

- 5 short answer questions
- 2 extended response prompts with rubrics
- 1 performance task with rubric
- Answer key with explanations
- Blueprint showing which objective each question assesses

Do NOT write questions that test memorization only. At least 60% should require application, analysis, or synthesis.

PRO TIP: Include at least one ‘explain your reasoning’ question — it reveals whether students truly understand or just memorized the right answer.

RECOMMENDED TOOL: Claude — creates sophisticated, well-aligned assessments.

PROMPT #194: Rubric Builder

WHEN TO USE: *Use when you need a clear, fair rubric for evaluating student work.

THE PROMPT:

You are an assessment specialist. Build a detailed rubric for [ASSIGNMENT TYPE] in [SUBJECT], [GRADE LEVEL].

Assignment: [DESCRIPTION]

Learning objectives: [WHAT THE RUBRIC SHOULD MEASURE]

Scale: [3-POINT / 4-POINT / 5-POINT]

For each criterion:

- Criterion name
- Weight (if weighted rubric)
- Description at each performance level with specific, observable indicators
- Student-friendly language version

Criteria to include:

1. Content/knowledge accuracy
2. Critical thinking/analysis
3. Organization/structure

4. Communication/presentation quality

5. [SUBJECT-SPECIFIC CRITERION]

6. [ADDITIONAL CRITERION]

Also provide:

- Exemplar descriptions at the highest and lowest levels

- Self-assessment version students can use

- Checklist version for quick grading

PRO TIP: Give students the rubric BEFORE they start the assignment — rubrics should guide creation, not just grade it after the fact.

RECOMMENDED TOOL: Claude — creates clear, specific, and fair rubrics.

PROMPT #195: Differentiated Instruction Planner

WHEN TO USE: *Use when you need to adapt a lesson for diverse learners in the same classroom.

THE PROMPT:

You are a differentiated instruction specialist. Adapt this lesson for diverse learners.

Original lesson: [DESCRIBE THE LESSON]

Grade: [GRADE]

Subject: [SUBJECT]

Classroom diversity:

- Above grade level: [NUMBER] students needing enrichment

- On grade level: [NUMBER] students

- Below grade level: [NUMBER] students needing scaffolding

- English Language Learners: [NUMBER] students at [PROFICIENCY LEVEL]

- Students with IEPs/504s: [NUMBER] with [ACCOMMODATION TYPES]

Differentiate by:

1. Content: What each group learns

2. Process: How each group engages with the material

3. Product: How each group demonstrates learning

4. Environment: Physical or social adaptations

For each tier, provide:

- Modified learning objective
- Scaffolds or extensions
- Materials and resources
- Grouping strategy
- Assessment modification

Maintain high expectations for ALL students — differentiation means different paths, not lower standards.

PRO TIP: The best differentiation is invisible — students shouldn't feel labeled as 'the smart group' or 'the struggling group.'

RECOMMENDED TOOL: Claude — creates nuanced, practical differentiation strategies.

PROMPT #196: IEP Goal Drafting Assistant

WHEN TO USE: *Use when writing Individualized Education Program goals for special education students.

THE PROMPT:

You are a special education specialist. Draft IEP goals for [STUDENT] (use first name only) in [AREA OF NEED].

Student profile:

- Grade: [GRADE]
- Disability category: [CATEGORY]
- Present levels: [CURRENT PERFORMANCE IN THIS AREA]
- Baseline data: [SPECIFIC MEASURABLE STARTING POINT]
- Prior year goals: [WHAT WAS TARGETED LAST YEAR AND PROGRESS]

Write [NUMBER] SMART goals:

For each goal:

- Condition: Given [CONDITION/SUPPORT]
- Behavior: [STUDENT] will [MEASURABLE OBSERVABLE ACTION]
- Criteria: achieving [SPECIFIC STANDARD] as measured by [MEASUREMENT METHOD]
- Timeline: by [DATE]
- Short-term objectives/benchmarks (3 per goal)
- Progress monitoring method and frequency
- Materials/strategies to support goal achievement

Requirements:
- Goals must be measurable and observable
- Aligned to grade-level standards where appropriate
- Ambitious but achievable based on baseline data
- Parent-friendly language

Disclaimer: IEP goals must be developed by the IEP team including parents. This is a starting draft only.

PRO TIP: Write goals the student can understand and track themselves — student ownership of IEP goals dramatically improves outcomes.

RECOMMENDED TOOL: Claude — writes specific, legally compliant IEP goals.

PROMPT #197: Report Card Comments Generator

WHEN TO USE: *Use when writing personalized report card comments for students.

THE PROMPT:

You are an experienced teacher writing report card comments. Generate personalized comments for a student.

Student: [FIRST NAME]

Grade: [GRADE]

Subject: [SUBJECT]

Performance level: [EXCEEDS / MEETS / APPROACHING / BELOW STANDARDS]

Strengths: [2-3 SPECIFIC STRENGTHS]

Growth areas: [1-2 SPECIFIC AREAS FOR IMPROVEMENT]

Specific evidence: [EXAMPLES OF WORK OR BEHAVIOR]

Write 3 versions:

1. Full comment (4-5 sentences): Strength, evidence, growth area, encouragement

2. Brief comment (2-3 sentences): Key strength and next step

3. Challenging student version: Honest but encouraging, focused on growth

Rules:

- Start with something positive and specific (not generic praise)
- Reference specific work, projects, or behaviors
- Growth areas framed as “next steps” not “weaknesses”
- Include one concrete suggestion for parents to support at home
- Avoid comparing to other students
- Use student’s name at least once

PRO TIP: Parents read report card comments more carefully than grades — a specific, caring comment builds more trust than any letter grade.

RECOMMENDED TOOL: Claude — writes warm, specific, and balanced comments.

PROMPT #198: Parent Communication Template

WHEN TO USE: *Use when you need to communicate with parents about academic concerns, behavior, or celebrations.

THE PROMPT:

You are a teacher communicating with parents. Write a [EMAIL / LETTER / NOTE] to the parents of [STUDENT FIRST NAME] regarding [TOPIC].

Context:

- Topic: [ACADEMIC CONCERN / BEHAVIOR ISSUE / POSITIVE UPDATE / CONFERENCE REQUEST / PROGRESS REPORT]
- Specific situation: [WHAT HAPPENED OR WHAT YOU WANT TO SHARE]
- Desired outcome: [WHAT YOU WANT FROM THIS COMMUNICATION]

- Relationship context: [FIRST CONTACT / ONGOING / FOLLOW-UP TO MEETING]

- Student's general performance: [OVERALL PICTURE]

Structure:

- Warm opening that shows you value the student

- The specific information (facts, not judgments)

- What you're doing to help (your actions)

- What you'd like from the parent (specific, achievable request)

- Next steps and timeline

- Warm close with availability

Tone: Professional, warm, partnership-focused. You're on the same team as the parent.

Do NOT blame the student or parent. Frame everything through the lens of supporting the student's success.

PRO TIP: Send positive communications BEFORE you ever need to send a concern — parents who've received good news trust you more when you share challenges.

RECOMMENDED TOOL: Claude — handles sensitive parent communication with professionalism and warmth.

PROMPT #199: Bell Ringer / Warm-Up Activity Creator

WHEN TO USE: *Use when you need engaging start-of-class activities that activate thinking.

THE PROMPT:

You are a master teacher. Create 5 bell ringer/warm-up activities for [SUBJECT], [GRADE LEVEL] on the unit: [UNIT TOPIC].

Each warm-up:

- Duration: 3–5 minutes

- Type: [MIX OF: journal prompt, question, puzzle, review, preview, creative challenge]

- Student action: What they DO (not just read)

- Connection: How it connects to the day's lesson

- Debrief: One question to transition from warm-up to lesson

Variety:

- Day 1: Review of previous lesson (retrieval practice)
- Day 2: Real-world connection or current event tie-in
- Day 3: Critical thinking question or mystery
- Day 4: Creative or collaborative activity
- Day 5: Self-assessment or reflection

Each must be doable independently (no teacher explanation needed) and engaging enough that students start working without being told.

PRO TIP: Post the warm-up before students enter — the transition from hallway to learning should be seamless, not a 5-minute settling period.

RECOMMENDED TOOL: ChatGPT — fast at generating multiple creative warm-up activities.

PROMPT #200: Study Guide Builder

WHEN TO USE: *Use when you need to create a comprehensive study guide for students preparing for an assessment.

THE PROMPT:

You are an instructional designer. Create a study guide for [SUBJECT], [GRADE LEVEL] covering [UNIT/TEST TOPIC].

Assessment details:

- Test format: [MULTIPLE CHOICE / SHORT ANSWER / ESSAY / MIXED]
- Topics covered: [LIST ALL TOPICS]
- Key vocabulary: [TERMS STUDENTS MUST KNOW]
- Key skills: [WHAT STUDENTS MUST BE ABLE TO DO]

Study guide structure:

1. Key concepts summary: Each major topic explained in student-friendly language
2. Vocabulary: Term + definition + example for each
3. Formulas/rules (if applicable): Listed with example applications
4. Practice problems: 3–5 per topic, progressing in difficulty

5. Common mistakes: 5 errors students typically make with corrections

6. Self-quiz: 15 practice questions mimicking the test format

7. Answer key: With explanations (not just correct answers)

8. Study tips: Recommended study strategies for this type of material

9. Priority areas: What to focus on if time is limited

Write at student reading level. Use visuals descriptions where diagrams would help.

PRO TIP: The best study guides teach students HOW to study, not just WHAT to study — include retrieval practice, spacing, and self-testing strategies.

RECOMMENDED TOOL: Claude — creates comprehensive, student-friendly study resources.

PROMPT #201: Personal Study Plan Generator

WHEN TO USE: *Use when you want to learn a new skill or subject and need a structured self-study plan.

THE PROMPT:

You are a learning coach. Create a personalized study plan for me to learn [SUBJECT/SKILL].

My background: [CURRENT KNOWLEDGE LEVEL]

Goal: [WHAT I WANT TO BE ABLE TO DO]

Timeframe: [HOW LONG I HAVE]

Available time: [HOURS PER WEEK]

Learning style: [READING / VIDEO / HANDS-ON / DISCUSSION]

Budget: [FREE ONLY / UP TO $X]

Create:

1. Learning roadmap: Sequence of topics from beginner to goal level

2. Weekly schedule: What to study each week with specific activities

3. Resources: Top 3 resources per topic (books, courses, tutorials, tools)

4. Practice exercises: Hands-on activities for each phase

5. Milestones: Checkpoint goals to measure progress

6. Assessment: How to test yourself at each stage

7. Accountability: Methods to stay on track

8. Plateau strategies: What to do when progress stalls

9. Community: Where to find others learning the same thing

10. Celebration points: When to recognize your progress

Be realistic about pacing. Learning [SUBJECT] in [TIMEFRAME] with [HOURS] per week means [HONEST ASSESSMENT].

PRO TIP: Block specific times in your calendar for studying — treat it like an appointment, not something you'll 'get to when you have time.'

RECOMMENDED TOOL: Claude — creates the most realistic, personalized learning plans.

PROMPT #202: Concept Explainer (Any Complexity Level)

WHEN TO USE: *Use when you need a complex concept explained clearly at your specific understanding level.

THE PROMPT:

You are a world-class educator who can explain anything to anyone. Explain [CONCEPT] to me.

My background: [WHAT I ALREADY KNOW ABOUT THIS TOPIC]

My level: [COMPLETE BEGINNER / SOME KNOWLEDGE / INTERMEDIATE / ADVANCED WANTING DEEPER UNDERSTANDING]

Why I need to know this: [HOW I'LL USE THIS KNOWLEDGE]

Explain using:

1. One-sentence summary: The concept in its simplest form

2. Analogy: Compare it to something I already understand

3. How it works: Step-by-step explanation at my level

4. Example: A concrete, real-world application

5. Common misconceptions: What most people get wrong about this

6. Why it matters: The practical significance

7. Next concept: What to learn next once I understand this

8. Test yourself: A question to verify my understanding (with answer)

If my level is beginner: Use everyday language, no jargon, lots of analogies.

If my level is advanced: Go deep on mechanisms, edge cases, and connections to related concepts.

Do NOT skip steps in the explanation. Build understanding brick by brick.

PRO TIP: After reading the explanation, try to explain the concept to someone else (or write it in your own words) — if you can teach it, you understand it.

RECOMMENDED TOOL: Claude — the best model for clear, adaptive explanations at any level.

PROMPT #203: Socratic Dialogue Partner

WHEN TO USE: *Use when you want to deepen understanding through guided questioning rather than direct answers.

THE PROMPT:

You are a Socratic tutor. Help me understand [TOPIC] by asking probing questions rather than giving direct answers.

What I think I know: [MY CURRENT UNDERSTANDING]

What I'm confused about: [SPECIFIC CONFUSION OR QUESTION]

My goal: [WHAT I WANT TO UNDERSTAND DEEPLY]

Approach:

1. Start with my current understanding and ask a question that reveals whether it's accurate

2. Based on my response, identify the gap in my thinking

3. Ask a question that leads me toward the correct understanding

4. Continue until I arrive at the insight myself

5. Summarize what I've learned and ask me to restate it

Rules:

- Never just tell me the answer — guide me to discover it

- If I'm stuck, offer a hint (not the answer)

- If I'm wrong, ask a question that reveals the flaw (don't say "wrong")

- Celebrate when I reach a correct insight

- After the dialogue, summarize the key concepts we explored

This should feel like a conversation with a patient, brilliant teacher who believes I can figure it out.

PRO TIP: Socratic learning is uncomfortable because it requires thinking — that discomfort IS the learning happening. Lean into it.

RECOMMENDED TOOL: Claude — the most patient and sophisticated Socratic dialogue partner.

PROMPT #204: Flashcard Set Generator

WHEN TO USE: *Use when you need an effective flashcard set for memorization or recall practice.

THE PROMPT:

You are a learning science expert specializing in spaced repetition. Create a flashcard set for [TOPIC].

Subject: [SUBJECT]

Scope: [SPECIFIC CHAPTER, UNIT, OR SKILL]

Number of cards: [25–50]

Difficulty level: [BEGINNER / INTERMEDIATE / ADVANCED]

For each flashcard:

- Front (question/prompt): Clear, specific, tests ONE concept
- Back (answer): Concise, accurate, memorable
- Mnemonic (optional): Memory aid if the concept is tricky
- Category tag: For organizing review sessions

Card types to include (mix for effectiveness):

- Definition cards: Term → Definition
- Concept cards: Scenario → Concept name
- Application cards: Problem → Solution
- Comparison cards: “How does X differ from Y?”
- Reverse cards: Definition → Term (for active recall)

Organize cards from fundamental to complex.

Recommended study schedule using spaced repetition:

- Day 1: All new cards

- Day 3: Review missed cards + new batch
- Day 7: Full review
- Day 14: Full review
- Day 30: Final review

PRO TIP: Make flashcards yourself rather than using pre-made ones — the act of creating the card is itself a powerful learning exercise.

RECOMMENDED TOOL: ChatGPT — fast at generating large flashcard sets.

PROMPT #205: Practice Quiz Generator

WHEN TO USE: *Use when you need practice questions to test your knowledge before an exam or assessment.

THE PROMPT:

You are a test prep expert. Create a practice quiz for [SUBJECT/TOPIC].

Topic: [SPECIFIC TOPIC]

Difficulty: [MATCH MY EXAM LEVEL]

Exam format: [DESCRIBE THE REAL EXAM FORMAT]

Time limit: [PLANNED TIME TO COMPLETE]

Generate:

- 10 multiple choice questions (4 options each, 1 correct)
- 5 true/false with explanation required
- 5 short answer questions
- 2 scenario-based application questions
- 1 essay prompt

For each question:

- The question
- Correct answer
- Explanation of WHY it’s correct
- Common wrong answer and why students choose it
- Difficulty tag: [EASY / MEDIUM / HARD]
- Topic tag: Which concept it tests

Scoring guide:

- Point values per question
- Grade boundaries
- Areas to review based on which questions you miss

PRO TIP: Take practice quizzes BEFORE studying to identify gaps, not just after studying to confirm knowledge — this is called ‘pre-testing’ and it dramatically improves learning.

RECOMMENDED TOOL: ChatGPT — fast at generating varied question sets.

PROMPT #206: Skill Assessment Generator

WHEN TO USE: *Use when you need to evaluate your current skill level in any area.

THE PROMPT:

You are a skills assessment expert. Create a comprehensive self-assessment for [SKILL/SUBJECT].

Skill: [WHAT I WANT TO ASSESS]

Context: [WHY — career change, learning plan, certification prep]

Assessment structure:

1. Knowledge check: 10 questions testing theoretical understanding (easy → hard)
2. Application check: 5 scenarios testing practical ability
3. Self-rating: 10 competency areas to rate yourself (1–5 scale) with descriptions of each level
4. Gap identification: Based on your answers, where are you strong and where do you need work?
5. Level classification: [BEGINNER / INTERMEDIATE / ADVANCED / EXPERT] based on assessment results
6. Recommended next steps: What to learn based on your current level
7. Resources: Top 3 learning resources for your specific gaps
8. Timeline: Realistic timeline to reach the next level

Provide answer key with detailed explanations for each question.

PRO TIP: Take the assessment honestly — overrating yourself creates a learning plan that's too advanced, and you'll get frustrated and quit.

RECOMMENDED TOOL: Claude — creates thorough, honest self-assessments.

PROMPT #207: Learning Roadmap Builder

WHEN TO USE: *Use when you need a long-term learning path for mastering a subject or career skill.

THE PROMPT:

You are a career learning advisor. Build a comprehensive learning roadmap for mastering [SUBJECT/SKILL].

Goal: [WHAT MASTERY LOOKS LIKE FOR YOU]

Starting point: [CURRENT LEVEL]

Timeframe: [TOTAL TIME WILLING TO INVEST]

Weekly hours: [HOURS AVAILABLE]

Preferred format: [BOOKS / COURSES / PROJECTS / MENTORSHIP / MIX]

Roadmap phases:

1. Foundation (0–3 months): Core concepts and fundamentals

2. Intermediate (3–6 months): Applied skills and deeper understanding

3. Advanced (6–12 months): Specialization and complex applications

4. Mastery (12+ months): Expert-level skills and contribution

For each phase:

- Specific topics to learn (in order)
- Resources (3 per topic: free and paid options)
- Projects to build (hands-on application)
- Milestones to prove competency
- Community to join
- Mentor profile to seek

Reality check: What's achievable in your timeframe with your hours.

Alternative paths: If your goal is [X], you might also consider [ALTERNATIVE APPROACHES].

PRO TIP: Learning roadmaps are guides, not rigid plans — if you discover a passionate interest in one area, go deep there rather than mechanically following the plan.

RECOMMENDED TOOL: Claude — builds the most realistic, comprehensive learning roadmaps.

PROMPT #208: Analogy Generator

WHEN TO USE: *Use when you need to explain a complex concept using familiar comparisons.

THE PROMPT:

You are a master explainer who makes the complex simple. Generate powerful analogies for [CONCEPT].

Concept to explain: [THE COMPLEX CONCEPT]

Audience: [WHO NEEDS TO UNDERSTAND THIS]

Their background: [WHAT THEY'RE FAMILIAR WITH]

Generate 5 analogies:

For each:

1. The analogy: "[CONCEPT] is like [FAMILIAR THING] because..."

2. Where it works: What aspects of the concept the analogy captures perfectly

3. Where it breaks down: What aspects the analogy doesn't capture (all analogies have limits)

4. Extended version: How to develop the analogy further for deeper explanation

5. Audience: Who this analogy works best for

Analogy types to include:

- Physical/tangible analogy (something you can see or touch)
- Process analogy (comparing workflows or sequences)
- Relationship analogy (comparing how things interact)
- Scale analogy (making abstract numbers concrete)
- Everyday analogy (using a common daily experience)

Pick the BEST analogy for this specific audience and explain why it’s the strongest.

PRO TIP: The best analogies use something your specific audience encounters daily — a cooking analogy works for a chef, a sports analogy for an athlete.

RECOMMENDED TOOL: Claude — generates the most creative and accurate analogies.

PROMPT #209: Dense Material Summarizer

WHEN TO USE: *Use when you need to quickly understand a complex document, textbook chapter, or technical paper.

THE PROMPT:

You are a study skills expert. Help me understand this dense material quickly.

Material type: [TEXTBOOK CHAPTER / RESEARCH PAPER / TECHNICAL DOCUMENT / LEGAL TEXT]

Subject: [FIELD]

My purpose: [WHY I NEED TO UNDERSTAND THIS — exam, project, decision]

My level: [BEGINNER / INTERMEDIATE / ADVANCED in this field]

Content:

"""

[PASTE THE MATERIAL — or describe it in detail]

"""

Provide:

1. TL;DR (3 sentences): The entire thing in plain language

2. Key concepts (5–7): Each explained in one simple sentence

3. Structure map: How the material is organized (what each section covers)

4. Critical details: Information that’s easy to miss but important

5. Jargon decoder: Technical terms translated to plain language

6. Visual summary: Describe a diagram or flowchart that would capture the main ideas

7. Study questions: 5 questions to test whether you understood the material

8. Connection to what you know: How this relates to concepts you're already familiar with

9. What to reread: Specific sections worth a second, careful reading

10. What to skip: Sections that are tangential to your purpose

PRO TIP: Read the summary FIRST, then skim the original, then read the parts that matter — this 'preview → skim → deep read' approach is faster and more effective than reading start to finish.

RECOMMENDED TOOL: Claude — the strongest model for distilling complex material.

PROMPT #210: Debate Preparation Coach

WHEN TO USE: *Use when preparing for a formal debate, class discussion, or argumentative presentation.

THE PROMPT:

You are a debate coach. Help me prepare to argue [FOR/AGAINST] the resolution: "[DEBATE TOPIC]."

Format: [FORMAL DEBATE / CLASS DISCUSSION / MEETING / PRESENTATION]

My side: [PRO / CON]

Audience: [WHO'S LISTENING]

Time limit: [SPEAKING TIME]

Prepare:

1. Opening statement: Compelling hook + clear thesis (2 minutes)

2. Main arguments (3): Each with evidence, example, and logical reasoning

3. Preemptive rebuttals: Counter the opposition's 3 strongest arguments

4. Evidence bank: 5 facts, statistics, or expert quotes supporting your side

5. Rhetorical techniques: 3 persuasion tools to use (anecdote, rhetorical question, analogy)

6. Emotional appeal: One human story that makes your argument real

7. Closing statement: Memorable final argument (1 minute)

8. Q&A prep: 5 tough questions and your prepared responses

Also prepare:

- The strongest version of the opposing argument (so it doesn't surprise you)

- Graceful concession: One point you can concede without weakening your position

- Pivot phrases: How to redirect when challenged on weak points

PRO TIP: Prepare the opposition's argument as thoroughly as your own — the debater who understands both sides best always wins.

RECOMMENDED TOOL: Claude — creates the most sophisticated debate preparation materials.

PROMPT #211: Training Module Designer

WHEN TO USE: *Use when building a single training module for employee development.

THE PROMPT:

You are a corporate trainer. Design a training module on [TOPIC] for [AUDIENCE].

Module details:

- Topic: [SPECIFIC SKILL OR KNOWLEDGE]

- Duration: [LENGTH]

- Format: [LIVE / VIRTUAL / SELF-PACED / BLENDED]

- Learner level: [BEGINNER / INTERMEDIATE / ADVANCED]

- Business need: [WHY THIS TRAINING MATTERS]

Module structure:

1. Learning objectives: 3 measurable outcomes

2. Pre-work: What participants review before the session

3. Content outline: Key topics with teaching method for each

4. Activities: At least 2 interactive exercises

5. Case study: A realistic scenario for application

6. Discussion questions: 5 questions to deepen understanding

7. Practice exercise: Hands-on skill application

8. Assessment: How to verify learning

9. Job aids: Reference tools for post-training use

10. Follow-up: 30-day reinforcement plan

Design for adult learners: Relevant, practical, respectful of experience, immediately applicable.

PRO TIP: Adults learn by doing, not by listening — if your training has more than 20% lecture, you'll lose them.

RECOMMENDED TOOL: Claude — designs engaging, practical training modules.

PROMPT #212: Workshop Facilitator Guide

WHEN TO USE: *Use when you need detailed facilitation instructions for running a workshop.

THE PROMPT:

Create a facilitator guide for a [DURATION]-hour workshop on [TOPIC] for [NUMBER] participants.

Workshop goal: [WHAT PARTICIPANTS WILL LEAVE WITH]

Format: [IN-PERSON / VIRTUAL]

Minute-by-minute guide:

- Exact timing for each activity

- Facilitator script: What to say at transitions

- Activity instructions: Step-by-step for each exercise

- Materials needed: Per activity

- Debrief questions: For each activity

- Contingency plans: If activity runs long/short, if group is quiet/dominant

- Energy management: Where to place breaks and energizers

Include: Opening/closing rituals, ice breaker, 3 core activities, individual reflection, group share, and action planning.

PRO TIP: Arrive 30 minutes early to set up the room — the physical environment shapes the learning experience more than most facilitators realize.

RECOMMENDED TOOL: Claude — creates the most detailed, practical facilitator guides.

PROMPT #213: Skills Gap Assessment

WHEN TO USE: *Use when you need to evaluate the gap between current and required skills for a team or individual.

THE PROMPT:

You are an L&D consultant. Conduct a skills gap assessment for [TEAM/INDIVIDUAL] in [ROLE/FUNCTION].

Current role requirements: [DESCRIBE KEY COMPETENCIES NEEDED]

Future role requirements: [WHERE THE ROLE IS HEADING]

Current skill level: [SELF-REPORTED OR ASSESSED]

Assess:

1. Skills inventory: List all required skills with current proficiency (1–5) and target proficiency

2. Gap size: For each skill, the distance between current and target

3. Priority ranking: Which gaps matter most for performance

4. Root cause: Why the gap exists (training, experience, exposure, feedback)

5. Development recommendations: For each priority gap — specific courses, experiences, projects, mentoring

6. Timeline: Realistic timeframe to close each gap

7. Quick wins: Skills that can improve rapidly (weeks)

8. Long-term development: Skills that require sustained effort (months/years)

9. Success metrics: How to measure improvement

10. Support needed: Resources, budget, time allocation required

PRO TIP: Focus on closing the 3 highest-impact gaps rather than trying to fix everything at once — concentrated effort beats scattered improvement.

RECOMMENDED TOOL: Claude — creates actionable skills gap assessments.

PROMPT #214: Certification Prep Study Plan

WHEN TO USE: *Use when preparing for a professional certification exam.

THE PROMPT:

You are a certification prep coach. Build a study plan for the [CERTIFICATION NAME] exam.

Certification: [FULL NAME AND ISSUING BODY]

Exam date: [TARGET DATE]

My background: [RELEVANT EXPERIENCE AND KNOWLEDGE]

Study time available: [HOURS PER WEEK]

Previous attempts: [FIRST TIME / RETAKE]

Study plan:

1. Exam overview: Format, topics, passing score, time limit
2. Content domains: Each topic area with weight (% of exam)
3. Study schedule: Week-by-week plan covering all domains
4. Resources: Top 3 study materials (official guide, courses, practice tests)
5. Practice test strategy: When and how to use practice exams
6. Weak area strategy: How to identify and strengthen weak domains
7. Memorization strategy: For facts and formulas that must be memorized
8. Test-taking strategy: Time management, elimination, flagging
9. Final week plan: Focused review approach
10. Exam day checklist: What to bring, eat, and do the morning of

Be honest about whether my timeline is realistic given my background and available time.

PRO TIP: Take a full practice exam in the first week to identify gaps — don’t wait until you’ve ‘finished studying’ to discover what you don’t know.

RECOMMENDED TOOL: Claude — creates realistic, structured certification prep plans.

PROMPT #215: Coaching Session Planner

WHEN TO USE: *Use when preparing for a one-on-one coaching conversation with a team member.

THE PROMPT:

You are an executive coach. Prepare a coaching session plan for a conversation with [COACHEE] about [TOPIC].

Coachee context:

- Role: [THEIR POSITION]
- Challenge: [WHAT THEY'RE WORKING ON]
- Prior progress: [WHAT'S HAPPENED SINCE LAST SESSION]
- Goal: [WHAT THEY WANT TO ACHIEVE]

Session plan (60 minutes):

1. Check-in (5 min): Opening question to set the tone
2. Progress review (10 min): Questions about what happened since last time
3. Core exploration (25 min): Deep-dive questions using GROW model:
   - Goal: What do you want from this session?
   - Reality: What's the current situation?
   - Options: What could you do?
   - Will: What WILL you do?
4. Skill building (10 min): One framework or tool to share
5. Action planning (10 min): Specific commitments for next session

Key questions to ask: 10 powerful coaching questions tailored to this situation

Listening for: Patterns, limiting beliefs, or blind spots to gently surface

Do NOT tell them what to do. Help them discover their own answers.

PRO TIP: The best coaching question is the one that makes the coachee pause and think before answering — if they answer instantly, go deeper.

RECOMMENDED TOOL: Claude — creates sophisticated coaching frameworks.

PROMPT #216: Mentorship Program Framework

WHEN TO USE: *Use when designing a formal mentorship program for an organization.

THE PROMPT:

You are an organizational development expert. Design a mentorship program for [ORGANIZATION/TEAM].

Program goals: [WHAT YOU WANT TO ACHIEVE]

Participants: [NUMBER] mentors, [NUMBER] mentees

Duration: [LENGTH OF PROGRAM]

Format: [FORMAL / SEMI-STRUCTURED / INFORMAL]

Design:

1. Program structure: Cadence, meeting format, duration
2. Matching criteria: How to pair mentors and mentees
3. Kickoff session: Agenda for program launch
4. Meeting guide: Suggested topics for each monthly meeting
5. Mentor training: What mentors need to know
6. Mentee preparation: How to be a great mentee
7. Check-ins: Program coordinator touchpoints
8. Evaluation: How to measure program success
9. Recognition: How to celebrate completion
10. Sustainability: How to keep the program going year after year

PRO TIP: The #1 reason mentorship programs fail is lack of structure — don't just pair people and hope for the best. Provide meeting guides and accountability.

RECOMMENDED TOOL: Claude — designs comprehensive, sustainable mentorship programs.

PROMPT #217: Leadership Development Program

WHEN TO USE: *Use when building a leadership development curriculum for emerging or current leaders.

THE PROMPT:

You are a leadership development specialist. Design a [DURATION]-month leadership development program for [AUDIENCE — new managers, mid-

level leaders, senior executives].

Organization: [COMPANY TYPE AND SIZE]

Number of participants: [COUNT]

Budget: [RANGE]

Key leadership challenges: [WHAT LEADERS STRUGGLE WITH HERE]

Program design:

1. Competency framework: 5–7 leadership competencies to develop
2. Assessment: 360-degree or self-assessment at start and end
3. Monthly sessions: Topic, format, facilitator notes for each
4. Between-session work: Assignments, readings, reflection
5. Action learning project: Real business challenge each participant tackles
6. Peer learning: Cohort-based activities and accountability
7. Executive sponsorship: How to engage senior leaders
8. Coaching: Individual coaching session structure
9. Graduation: Capstone presentation and celebration
10. Post-program: 6-month reinforcement plan

PRO TIP: Leadership development that happens only in a classroom doesn't transfer — 70% of the learning should happen through on-the-job challenges.

RECOMMENDED TOOL: Claude — designs comprehensive leadership curricula.

PROMPT #218: Cross-Training Guide

WHEN TO USE: *Use when you need team members to learn each other**‘**s roles for backup and flexibility.

THE PROMPT:

You are an operations specialist. Create a cross-training plan for [TEAM] where members learn each other's key responsibilities.

Team members and roles:

- [PERSON 1]: [ROLE AND KEY RESPONSIBILITIES]
- [PERSON 2]: [ROLE AND KEY RESPONSIBILITIES]

- [PERSON 3]: [ROLE AND KEY RESPONSIBILITIES]

Timeframe: [WEEKS/MONTHS]

For each cross-training pair:

1. Skills to transfer: Priority skills and knowledge
2. Training method: Shadow → assist → solo (with timeline)
3. Reference materials: SOPs, checklists, video recordings
4. Practice opportunities: When to practice safely
5. Competency check: How to verify readiness
6. Ongoing maintenance: How to keep cross-trained skills sharp

Schedule: Weekly cross-training calendar that doesn't disrupt daily operations.

Priority: Start with highest-risk single-point-of-failure roles.

PRO TIP: Cross-training isn't just for backup — it builds empathy between team members and often surfaces process improvements.

RECOMMENDED TOOL: Claude — creates practical, well-sequenced cross-training plans.

PROMPT #219: Knowledge Base Article Writer

WHEN TO USE: *Use when creating help center articles, wikis, or internal knowledge base content.

THE PROMPT:

You are a technical writer specializing in knowledge base content. Write a knowledge base article about [TOPIC].

Audience: [INTERNAL TEAM / CUSTOMERS / BOTH]

Purpose: [HOW-TO / TROUBLESHOOTING / REFERENCE / POLICY]

Product/system: [WHAT THIS IS ABOUT]

Article structure:

1. Title: Clear, searchable, front-loaded with keywords
2. Summary: One-sentence description for search results
3. Prerequisites: What the reader needs before starting
4. Instructions: Step-by-step with screenshots described

5. Expected results: What success looks like

6. Troubleshooting: Common issues and solutions

7. FAQ: 3–5 related questions

8. Related articles: Links to connected topics

9. Last updated: Date and version

Writing standards:

- Use numbered steps for procedures

- One action per step

- Include keyboard shortcuts where applicable

- Bold UI elements (button names, menu items)

- Write at 8th-grade reading level

PRO TIP: Test your KB article by having someone follow it without help — every place they hesitate reveals a documentation gap.

RECOMMENDED TOOL: Claude — writes clear, comprehensive knowledge base content.

PROMPT #220: FAQ Generator from Topic

WHEN TO USE: *Use when you need a FAQ section for a product, service, or topic.

THE PROMPT:

You are a customer experience specialist. Generate a comprehensive FAQ for [PRODUCT/SERVICE/TOPIC].

Context: [BRIEF DESCRIPTION]

Audience: [WHO WILL READ THIS]

Goal: [REDUCE SUPPORT TICKETS / INFORM PROSPECTS / ONBOARD NEW USERS]

Generate [15–25] FAQs organized by category:

- Getting started (5): First-time user questions

- Features and usage (5–10): How things work

- Pricing and billing (3–5): Money-related questions

- Troubleshooting (3–5): Common problems

- Account and security (3): Privacy and access questions

For each FAQ:

- Question: Written as a customer would actually ask it
- Answer: Clear, helpful, actionable (3–5 sentences)
- Related question: Link to a related FAQ

Priority: Put the most frequently asked questions first in each category.

PRO TIP: Mine your support tickets for real customer questions — the FAQ should answer what customers actually ask, not what you think they'll ask.

RECOMMENDED TOOL: Claude — generates natural, comprehensive FAQs.

PROMPT #221: Slide Deck Outline Generator

WHEN TO USE: *Use when planning a presentation and need the structure before building slides.

THE PROMPT:

You are a presentation strategist. Create a slide-by-slide outline for a presentation about [TOPIC].

Presentation details:

- Audience: [WHO]
- Duration: [MINUTES]
- Purpose: [INFORM / PERSUADE / TRAIN / REPORT]
- Key message: [THE ONE THING THEY SHOULD REMEMBER]

For each slide:

- Slide title
- Key point (1 sentence)
- Visual suggestion (chart, image, diagram, text layout)
- Speaker notes (2–3 talking points)
- Transition to next slide

Structure:

1. Title slide with compelling subtitle

2. Agenda / roadmap

3. Hook: Opening that grabs attention

4–[N-3]. Content slides (1 idea per slide)

[N-2]. Summary / key takeaways

[N-1]. Call to action

[N]. Q&A / Contact

Total slides: [1 per minute of speaking time as a maximum]

Rule: Maximum 6 words per bullet, maximum 6 bullets per slide. If a slide has too much text, split it.

PRO TIP: Design the presentation for the person in the back row who's on their phone — if you can't communicate each slide's point in 3 seconds, simplify.

RECOMMENDED TOOL: Claude — creates well-structured, audience-appropriate presentation outlines.

PROMPT #222: Speaker Notes Writer

WHEN TO USE: *Use when you have slides and need detailed speaking notes to accompany them.

THE PROMPT:

You are a speechwriter. Write detailed speaker notes for a presentation about [TOPIC].

For each slide:

- Slide content: [DESCRIBE WHAT'S ON THE SLIDE]

- Speaker notes: Write exactly what to say (conversational tone, not reading from slides)

- Timing: Estimated time to spend on this slide

- Audience interaction: Any questions to ask or reactions to expect

- Transition: Smooth segue to next slide

Notes should include:

- Opening line for each slide (how to introduce the topic)

- Stories or examples to share

- Emphasis cues: Words to stress, pauses to take

- Recovery lines: What to say if you lose your place
- Humor points: Where appropriate

Write as spoken word — short sentences, natural rhythm. These notes should sound like a confident person talking, not someone reading a report.

PRO TIP: Practice with the speaker notes until you only need to glance at them — the best presentations feel conversational, not scripted.

RECOMMENDED TOOL: Claude — writes the most natural, engaging speaker notes.

PROMPT #223: Data Storytelling Framework

WHEN TO USE: *Use when presenting data and need to turn numbers into a compelling narrative.

THE PROMPT:

You are a data storytelling expert. Help me turn this data into a compelling story for [AUDIENCE].

Data: [DESCRIBE THE DATA OR KEY FINDINGS]

Audience: [WHO'S LISTENING]

Action you want: [WHAT DECISION OR ACTION SHOULD THE DATA DRIVE]

Build the story:

1. The hook: An opening that makes the audience care about this data
2. The context: Why this data exists and what question it answers
3. The journey: Walk through the data chronologically or logically
4. The surprise: The unexpected finding or insight
5. The "so what?": What this means for the audience specifically
6. The call to action: What to do next based on the data

Visualization plan:

- Which charts for which data points
- Annotation strategy: What to highlight and label
- Color strategy: How to use color to guide attention
- Simplification: What to remove for clarity

Narrative thread: The one-sentence story that ties all data points together.

PRO TIP: Start every data presentation with ‘Here’s what this means for you’ — lead with the implication, then show the supporting data.

RECOMMENDED TOOL: Claude — creates the most compelling data narratives.

PROMPT #224: Audience Analysis Tool

WHEN TO USE: *Use when preparing for a presentation and need to understand your audience to tailor your message.

THE PROMPT:

You are a communications strategist. Help me analyze my audience for a presentation about [TOPIC].

Presentation context: [EVENT TYPE]

Audience size: [NUMBER]

Audience composition: [ROLES, DEPARTMENTS, SENIORITY]

Analyze:

1. Knowledge level: What do they already know about this topic?

2. Attitude: Are they supportive, skeptical, neutral, hostile?

3. Motivations: What do they care about? (ROI, risk, innovation, simplicity)

4. Pain points: What problems keep them up at night?

5. Decision authority: Can they act on your message, or do they need to convince others?

6. Communication preferences: Data vs. stories, detail vs. big picture, formal vs. casual

7. Common objections: What pushback should you prepare for?

8. Win condition: What would make them call this presentation a success?

Tailoring recommendations:

- Language to use and avoid
- Examples that will resonate
- Level of technical detail
- Emotional vs. logical emphasis

- Call to action calibration

PRO TIP: If you're presenting to a mixed audience, lead with the executive message (big picture, implications) then offer the detail for those who want it — this structure serves everyone.

RECOMMENDED TOOL: Claude — provides nuanced audience analysis.

PROMPT #225: Q&A Preparation Guide

WHEN TO USE: *Use when you need to prepare for questions after a presentation or meeting.

THE PROMPT:

You are a presentation coach. Help me prepare for the Q&A session after my presentation about [TOPIC].

Presentation summary: [WHAT YOU'RE PRESENTING]

Audience: [WHO'S IN THE ROOM]

Controversial or sensitive points: [AREAS THAT MIGHT DRAW TOUGH QUESTIONS]

Generate:

- 15 likely questions organized by type:
  - Clarification questions (5): "Can you explain..."
  - Challenge questions (5): "But what about..."
  - Application questions (3): "How does this apply to..."
  - Curveball questions (2): Questions you don't expect

For each question:

- The question as someone would actually ask it
- Your answer (concise, confident, 30–60 seconds)
- Bridge phrase to redirect if needed
- Follow-up they might ask

Also prepare:

- "I don't know" response: How to handle questions you can't answer gracefully
- Hostile questioner strategy: How to respond to aggressive questions

- Time management: How to keep Q&A from running over

- Closing: How to end Q&A on a strong note

PRO TIP: Repeat each question before answering — it gives you thinking time, ensures everyone heard it, and lets you reframe it if needed.

RECOMMENDED TOOL: Claude — anticipates the most likely and challenging questions.

PROMPT #226: Executive Briefing Builder

WHEN TO USE: *Use when preparing a short, high-impact briefing for senior executives.

THE PROMPT:

You are an executive communication specialist. Create a [5/10/15]-minute executive briefing on [TOPIC].

Audience: [EXECUTIVE TITLE(S)]

Purpose: [DECISION NEEDED / STATUS UPDATE / STRATEGY PROPOSAL / ISSUE ESCALATION]

Time slot: [LENGTH] minutes

Briefing structure:

- Bottom line up front (30 seconds): The key message/ask in 2 sentences

- Context (1–2 minutes): Why this matters now

- Key findings/data (3–5 minutes): 3 supporting points with evidence

- Recommendation (1–2 minutes): What you're proposing with options

- Ask (30 seconds): Exactly what you need from them

Slide design (if using slides):

- Maximum 5 slides for a 10-minute briefing

- One main point per slide

- Data visualized simply

Prepare for:

- The "skip to the end" executive: Have your recommendation ready to deliver in 30 seconds

- Detailed questions: Supporting data available but not in the main presentation

- Pushback on recommendation: Alternative options prepared

PRO TIP: Executives have 5 minutes of attention, not 15 — put your recommendation and ask on slide 2, then use remaining slides as backup.

RECOMMENDED TOOL: Claude — creates concise, executive-appropriate briefings.

PROMPT #227: Pitch Deck Structure Builder

WHEN TO USE: *Use when creating a pitch deck for investors, clients, or partners.

THE PROMPT:

You are a pitch deck strategist who has helped raise over $100M in funding. Create the structure for a pitch deck for [COMPANY/PRODUCT].

Purpose: [FUNDRAISING / CLIENT PITCH / PARTNERSHIP PROPOSAL]

Audience: [INVESTORS / CLIENTS / PARTNERS]

Ask: [WHAT YOU WANT — investment, contract, partnership]

Deck structure (10–12 slides):

1. Cover: Company name, one-line description, logo
2. Problem: The pain point you're solving (make it feel urgent)
3. Solution: Your product/service (demo screenshot or visual)
4. Market opportunity: TAM/SAM/SOM with credible sources
5. Business model: How you make money
6. Traction: Key metrics proving product-market fit
7. Competition: How you're different (positioning matrix)
8. Team: Why this team wins (relevant experience)
9. Go-to-market: How you'll grow
10. Financials: Revenue, projections, unit economics
11. The ask: What you need and what you'll do with it
12. Vision: The big picture — where this company goes

For each slide: Key content, visual recommendation, and presenter talking points.

Appendix slides to have ready: Detailed financials, customer testimonials, technical architecture.

PRO TIP: Investors decide in the first 3 slides whether to pay attention — the problem, solution, and market slides must be compelling.

RECOMMENDED TOOL: Claude — creates persuasive, well-structured pitch frameworks.

PROMPT #228: Demo Script Writer

WHEN TO USE: *Use when preparing a product demo for prospects, investors, or stakeholders.

THE PROMPT:

You are a sales engineer who delivers flawless product demos. Write a demo script for [PRODUCT] targeting [AUDIENCE].

Product: [NAME AND BRIEF DESCRIPTION]

Audience: [WHO'S WATCHING]

Duration: [LENGTH]

Goal: [WHAT ACTION YOU WANT AFTER THE DEMO]

Demo flow:

1. Opening (2 min): Context and agenda — set expectations
2. Pain reminder (2 min): Remind them of the problem they have
3. Core demo (10–15 min): Show the product solving their specific problem
   - Feature 1: Show → explain benefit → pause for reaction
   - Feature 2: Show → explain benefit → tie to their stated need
   - Feature 3: Show → explain benefit → compare to their current process
4. Wow moment: The one thing that makes their eyes light up
5. Competitive advantage (2 min): Why this is better than alternatives
6. Proof (2 min): Customer result or case study
7. Close (2 min): Next steps and CTA

Prepare for:

- Technical questions: Have answers ready for common deep-dives
- "Can it do X?" questions: Know what to demo live vs. describe

- Failure recovery: What to do if the demo breaks

PRO TIP: Demo your prospect's use case, not your product's features — 'Here's how you would [solve their specific problem]' beats 'Let me show you feature X' every time.

RECOMMENDED TOOL: Claude — creates customer-centric, structured demo scripts.

PROMPT #229: Conference Talk Outline

WHEN TO USE: *Use when preparing a conference presentation or industry talk.

THE PROMPT:

You are a professional speaker. Create a conference talk outline for "[TALK TITLE]" at [EVENT TYPE].

Topic: [SUBJECT]

Audience: [CONFERENCE ATTENDEES — role, industry, level]

Duration: [LENGTH]

Slot: [KEYNOTE / BREAKOUT / PANEL / LIGHTNING TALK]

Talk structure:

1. Opening hook (2 min): Story, question, or bold statement
2. Personal credibility (1 min): Why you're qualified (brief)
3. Promise (1 min): What the audience will leave with
4. Main content (15–20 min): 3 key points with stories and data
5. Live demo or audience exercise (5 min): Interactive element
6. Takeaways (2 min): 3 things they can do tomorrow
7. Close (2 min): Memorable ending that ties back to the opening

For each section: Content, timing, audience engagement technique, and slide suggestion.

Also prepare:

- Bio and intro script for the moderator
- Session description for the program
- Social media quote: One tweetable line from your talk

- Handout: One-page reference for attendees

PRO TIP: Record yourself rehearsing and watch it back — you'll immediately see habits to fix that no amount of mental rehearsal reveals.

RECOMMENDED TOOL: Claude — creates compelling, well-structured conference talk outlines.

PROMPT #230: Panel Discussion Prep Guide

WHEN TO USE: *Use when moderating or participating in a panel discussion.

THE PROMPT:

You are a panel discussion expert. Prepare [ME AS MODERATOR / ME AS PANELIST] for a panel on [TOPIC].

Panel title: "[TITLE]"

Format: [LENGTH] minutes with [NUMBER] panelists

Audience: [WHO'S WATCHING]

Other panelists: [NAMES/ROLES IF KNOWN]

If moderator:

1. Opening: How to frame the discussion (2 min)
2. Questions: 8–10 prepared questions (use 5, keep others as backup)
   - Opening question: Get everyone talking
   - Depth questions: Go deeper on key topics
   - Spicy question: Create constructive disagreement
   - Audience questions: How to manage
   - Closing question: Memorable final thought
3. Time management: How to keep on track
4. Dynamics: How to handle dominant/quiet panelists

If panelist:

1. Opening statement: Your perspective in 60 seconds
2. Key points: 3 things you want to communicate
3. Stories: 2–3 anecdotes ready to deploy
4. Differentiator: Your unique angle vs. other panelists

5. Sound bites: 3 quotable lines

6. Bridging: How to redirect to your key messages

PRO TIP: The best panel moderators ask short questions and manage airtime — if any panelist talks for more than 90 seconds, gently redirect.

RECOMMENDED TOOL: Claude — creates sophisticated panel preparation materials.

Chapter 6: Creative & Design

Creative work demands a different kind of prompt. Where strategy and research prompts reward precision, creative prompts reward constraint plus permission — a clear box, then freedom inside it. The prompts in this chapter cover fiction, poetry, world-building, screenwriting, art direction, design briefs, brand identity, and image generation. They are built to spark ideas you would not have had alone, not to produce final work that needs no human touch. Treat the AI as a collaborator with infinite drafts and zero ego. Your judgment is what makes the result good.

Image Generation, Video, Music & Design Direction

PROMPT #231: Midjourney: Portrait Photography

WHEN TO USE: *Use when generating a portrait photography image with Midjourney.

THE PROMPT:

You are an art director who has produced 200+ award-winning Midjourney campaigns. Generate a Midjourney prompt for a portrait photograph that delivers magazine-cover-quality results.

Subject: [DESCRIBE THE SUBJECT]

Style: [PHOTOREALISTIC / ILLUSTRATION / PAINTERLY / MINIMALIST / CINEMATIC]

Mood: [MOOD ADJECTIVES]

Color palette: [WARM / COOL / MUTED / VIBRANT / MONOCHROME / SPECIFIC COLORS]

Composition: [CLOSE-UP / WIDE SHOT / BIRD’S EYE / SYMMETRICAL / RULE OF THIRDS]

Generate:

1. Primary prompt: Complete Midjourney prompt with subject, style, lighting, composition, and technical parameters

2. Parameter recommendations: --ar [ASPECT RATIO], --v [VERSION], --s [STYLIZE], --q [QUALITY]

3. Negative prompt: What to exclude (--no [ELEMENTS])

4. 3 variations: Different styles or compositions of the same concept

5. Iteration guidance: How to refine if the first result isn't perfect

Format: /imagine prompt: [FULL PROMPT] --ar X:Y --v 6 --s [VALUE]

Tip: Front-load the most important descriptors. Midjourney weighs earlier words more heavily.

PRO TIP: Use specific artist styles, camera lenses, and lighting terms for more controlled results — "Hasselblad medium format, golden hour, f/2.8" gives dramatically better results than "good lighting."

RECOMMENDED TOOL: Midjourney — purpose-built for image generation.

PROMPT #232: Midjourney: Landscape Scene

WHEN TO USE: *Use when generating a landscape scene image with Midjourney.

THE PROMPT:

You are a visual development artist who specializes in cinematic Midjourney imagery. Generate a Midjourney prompt for a landscape scene with cinematic atmosphere and depth.

Subject: [DESCRIBE THE SUBJECT]

Style: [PHOTOREALISTIC / ILLUSTRATION / PAINTERLY / MINIMALIST / CINEMATIC]

Mood: [MOOD ADJECTIVES]

Color palette: [WARM / COOL / MUTED / VIBRANT / MONOCHROME / SPECIFIC COLORS]

Composition: [CLOSE-UP / WIDE SHOT / BIRD'S EYE / SYMMETRICAL / RULE OF THIRDS]

Generate:

1. Primary prompt: Complete Midjourney prompt with subject, style, lighting, composition, and technical parameters

2. Parameter recommendations: --ar [ASPECT RATIO], --v [VERSION], --s [STYLIZE], --q [QUALITY]

3. Negative prompt: What to exclude (--no [ELEMENTS])

4. 3 variations: Different styles or compositions of the same concept

5. Iteration guidance: How to refine if the first result isn't perfect

Format: /imagine prompt: [FULL PROMPT] --ar X:Y --v 6 --s [VALUE]

Tip: Front-load the most important descriptors. Midjourney weighs earlier words more heavily.

PRO TIP: Use specific artist styles, camera lenses, and lighting terms for more controlled results — "Hasselblad medium format, golden hour, f/2.8" gives dramatically better results than "good lighting."

RECOMMENDED TOOL: Midjourney — purpose-built for image generation.

PROMPT #233: Midjourney: Product Shot

WHEN TO USE: *Use when generating a product shot image with Midjourney.

THE PROMPT:

You are a fashion editorial photographer translating shoots into Midjourney prompts. Generate a Midjourney prompt for a product shot with commercial-grade lighting and composition.

Subject: [DESCRIBE THE SUBJECT]

Style: [PHOTOREALISTIC / ILLUSTRATION / PAINTERLY / MINIMALIST / CINEMATIC]

Mood: [MOOD ADJECTIVES]

Color palette: [WARM / COOL / MUTED / VIBRANT / MONOCHROME / SPECIFIC COLORS]

Composition: [CLOSE-UP / WIDE SHOT / BIRD'S EYE / SYMMETRICAL / RULE OF THIRDS]

Generate:

1. Primary prompt: Complete Midjourney prompt with subject, style, lighting, composition, and technical parameters

2. Parameter recommendations: --ar [ASPECT RATIO], --v [VERSION], --s [STYLIZE], --q [QUALITY]

3. Negative prompt: What to exclude (--no [ELEMENTS])

4. 3 variations: Different styles or compositions of the same concept

5. Iteration guidance: How to refine if the first result isn't perfect

Format: /imagine prompt: [FULL PROMPT] --ar X:Y --v 6 --s [VALUE]

Tip: Front-load the most important descriptors. Midjourney weighs earlier words more heavily.

PRO TIP: Use specific artist styles, camera lenses, and lighting terms for more controlled results — "Hasselblad medium format, golden hour, f/2.8" gives dramatically better results than "good lighting."

RECOMMENDED TOOL: Midjourney — purpose-built for image generation.

PROMPT #234: Midjourney: Logo Concept

WHEN TO USE: *Use when generating a logo concept image with Midjourney.

THE PROMPT:

You are a concept artist at a major film studio using Midjourney for previs. Generate a Midjourney prompt for a logo concept that captures brand essence in a single visual.

Subject: [DESCRIBE THE SUBJECT]

Style: [PHOTOREALISTIC / ILLUSTRATION / PAINTERLY / MINIMALIST / CINEMATIC]

Mood: [MOOD ADJECTIVES]

Color palette: [WARM / COOL / MUTED / VIBRANT / MONOCHROME / SPECIFIC COLORS]

Composition: [CLOSE-UP / WIDE SHOT / BIRD'S EYE / SYMMETRICAL / RULE OF THIRDS]

Generate:

1. Primary prompt: Complete Midjourney prompt with subject, style, lighting, composition, and technical parameters

2. Parameter recommendations: --ar [ASPECT RATIO], --v [VERSION], --s [STYLIZE], --q [QUALITY]

3. Negative prompt: What to exclude (--no [ELEMENTS])

4. 3 variations: Different styles or compositions of the same concept

5. Iteration guidance: How to refine if the first result isn't perfect

Format: /imagine prompt: [FULL PROMPT] --ar X:Y --v 6 --s [VALUE]

Tip: Front-load the most important descriptors. Midjourney weighs earlier words more heavily.

PRO TIP: Use specific artist styles, camera lenses, and lighting terms for more controlled results — "Hasselblad medium format, golden hour, f/2.8" gives dramatically better results than "good lighting."

RECOMMENDED TOOL: Midjourney — purpose-built for image generation.

PROMPT #235: Midjourney: Book Cover Design

WHEN TO USE: *Use when generating a book cover design image with Midjourney.

THE PROMPT:

You are a brand designer who builds visual systems with Midjourney as the engine. Generate a Midjourney prompt for a book cover that signals genre, tone, and target reader at a glance.

Subject: [DESCRIBE THE SUBJECT]

Style: [PHOTOREALISTIC / ILLUSTRATION / PAINTERLY / MINIMALIST / CINEMATIC]

Mood: [MOOD ADJECTIVES]

Color palette: [WARM / COOL / MUTED / VIBRANT / MONOCHROME / SPECIFIC COLORS]

Composition: [CLOSE-UP / WIDE SHOT / BIRD'S EYE / SYMMETRICAL / RULE OF THIRDS]

Generate:

1. Primary prompt: Complete Midjourney prompt with subject, style, lighting, composition, and technical parameters

2. Parameter recommendations: --ar [ASPECT RATIO], --v [VERSION], --s [STYLIZE], --q [QUALITY]

3. Negative prompt: What to exclude (--no [ELEMENTS])

4. 3 variations: Different styles or compositions of the same concept

5. Iteration guidance: How to refine if the first result isn't perfect

Format: /imagine prompt: [FULL PROMPT] --ar X:Y --v 6 --s [VALUE]

Tip: Front-load the most important descriptors. Midjourney weighs earlier words more heavily.

PRO TIP: Use specific artist styles, camera lenses, and lighting terms for more controlled results — "Hasselblad medium format, golden hour, f/2.8" gives dramatically better results than "good lighting."

RECOMMENDED TOOL: Midjourney — purpose-built for image generation.

PROMPT #236: Midjourney: Social Media Graphic

WHEN TO USE: *Use when generating a social media graphic image with Midjourney.

THE PROMPT:

You are a commercial photographer who teaches Midjourney workshops to creative agencies. Generate a Midjourney prompt for a social media graphic that performs natively on the target platform.

Subject: [DESCRIBE THE SUBJECT]

Style: [PHOTOREALISTIC / ILLUSTRATION / PAINTERLY / MINIMALIST / CINEMATIC]

Mood: [MOOD ADJECTIVES]

Color palette: [WARM / COOL / MUTED / VIBRANT / MONOCHROME / SPECIFIC COLORS]

Composition: [CLOSE-UP / WIDE SHOT / BIRD'S EYE / SYMMETRICAL / RULE OF THIRDS]

Generate:

1. Primary prompt: Complete Midjourney prompt with subject, style, lighting, composition, and technical parameters

2. Parameter recommendations: --ar [ASPECT RATIO], --v [VERSION], --s [STYLIZE], --q [QUALITY]

3. Negative prompt: What to exclude (--no [ELEMENTS])

4. 3 variations: Different styles or compositions of the same concept

5. Iteration guidance: How to refine if the first result isn't perfect

Format: /imagine prompt: [FULL PROMPT] --ar X:Y --v 6 --s [VALUE]

Tip: Front-load the most important descriptors. Midjourney weighs earlier words more heavily.

PRO TIP: Use specific artist styles, camera lenses, and lighting terms for more controlled results — "Hasselblad medium format, golden hour, f/2.8" gives dramatically better results than "good lighting."

RECOMMENDED TOOL: Midjourney — purpose-built for image generation.

PROMPT #237: Midjourney: Infographic Style

WHEN TO USE: *Use when generating an infographic style image with Midjourney.

THE PROMPT:

You are a magazine cover designer adapting your craft to AI image generation. Generate a Midjourney prompt for an infographic-style image that communicates data visually.

Subject: [DESCRIBE THE SUBJECT]

Style: [PHOTOREALISTIC / ILLUSTRATION / PAINTERLY / MINIMALIST / CINEMATIC]

Mood: [MOOD ADJECTIVES]

Color palette: [WARM / COOL / MUTED / VIBRANT / MONOCHROME / SPECIFIC COLORS]

Composition: [CLOSE-UP / WIDE SHOT / BIRD'S EYE / SYMMETRICAL / RULE OF THIRDS]

Generate:

1. Primary prompt: Complete Midjourney prompt with subject, style, lighting, composition, and technical parameters

2. Parameter recommendations: --ar [ASPECT RATIO], --v [VERSION], --s [STYLIZE], --q [QUALITY]

3. Negative prompt: What to exclude (--no [ELEMENTS])

4. 3 variations: Different styles or compositions of the same concept

5. Iteration guidance: How to refine if the first result isn't perfect

Format: /imagine prompt: [FULL PROMPT] --ar X:Y --v 6 --s [VALUE]

Tip: Front-load the most important descriptors. Midjourney weighs earlier words more heavily.

PRO TIP: Use specific artist styles, camera lenses, and lighting terms for more controlled results — "Hasselblad medium format, golden hour, f/2.8" gives dramatically better results than "good lighting."

RECOMMENDED TOOL: Midjourney — purpose-built for image generation.

PROMPT #238: Midjourney: Pattern/Texture

WHEN TO USE: *Use when generating a pattern/texture image with Midjourney.

THE PROMPT:

You are a visual storyteller who has built a 1M-follower Instagram with Midjourney. Generate a Midjourney prompt for a seamless pattern or texture suitable for backgrounds and design assets.

Subject: [DESCRIBE THE SUBJECT]

Style: [PHOTOREALISTIC / ILLUSTRATION / PAINTERLY / MINIMALIST / CINEMATIC]

Mood: [MOOD ADJECTIVES]

Color palette: [WARM / COOL / MUTED / VIBRANT / MONOCHROME / SPECIFIC COLORS]

Composition: [CLOSE-UP / WIDE SHOT / BIRD'S EYE / SYMMETRICAL / RULE OF THIRDS]

Generate:

1. Primary prompt: Complete Midjourney prompt with subject, style, lighting, composition, and technical parameters

2. Parameter recommendations: --ar [ASPECT RATIO], --v [VERSION], --s [STYLIZE], --q [QUALITY]

3. Negative prompt: What to exclude (--no [ELEMENTS])

4. 3 variations: Different styles or compositions of the same concept

5. Iteration guidance: How to refine if the first result isn't perfect

Format: /imagine prompt: [FULL PROMPT] --ar X:Y --v 6 --s [VALUE]

Tip: Front-load the most important descriptors. Midjourney weighs earlier words more heavily.

PRO TIP: Use specific artist styles, camera lenses, and lighting terms for more controlled results — "Hasselblad medium format, golden hour, f/2.8" gives dramatically better results than "good lighting."

RECOMMENDED TOOL: Midjourney — purpose-built for image generation.

PROMPT #239: Midjourney: Icon Set Design

WHEN TO USE: *Use when generating an icon set design image with Midjourney.

THE PROMPT:

You are a luxury brand creative director crafting Midjourney imagery for campaigns. Generate a Midjourney prompt for a coordinated icon set with consistent style across all icons.

Subject: [DESCRIBE THE SUBJECT]

Style: [PHOTOREALISTIC / ILLUSTRATION / PAINTERLY / MINIMALIST / CINEMATIC]

Mood: [MOOD ADJECTIVES]

Color palette: [WARM / COOL / MUTED / VIBRANT / MONOCHROME / SPECIFIC COLORS]

Composition: [CLOSE-UP / WIDE SHOT / BIRD'S EYE / SYMMETRICAL / RULE OF THIRDS]

Generate:

1. Primary prompt: Complete Midjourney prompt with subject, style, lighting, composition, and technical parameters

2. Parameter recommendations: --ar [ASPECT RATIO], --v [VERSION], --s [STYLIZE], --q [QUALITY]

3. Negative prompt: What to exclude (--no [ELEMENTS])

4. 3 variations: Different styles or compositions of the same concept

5. Iteration guidance: How to refine if the first result isn't perfect

Format: /imagine prompt: [FULL PROMPT] --ar X:Y --v 6 --s [VALUE]

Tip: Front-load the most important descriptors. Midjourney weighs earlier words more heavily.

PRO TIP: Use specific artist styles, camera lenses, and lighting terms for more controlled results — "Hasselblad medium format, golden hour, f/2.8" gives dramatically better results than "good lighting."

RECOMMENDED TOOL: Midjourney — purpose-built for image generation.

PROMPT #240: Midjourney: Architectural Visualization

WHEN TO USE: *Use when generating an architectural visualization image with Midjourney.

THE PROMPT:

You are an architectural visualization artist using Midjourney for client renderings. Generate a Midjourney prompt for an architectural visualization that communicates the design intent clearly.

Subject: [DESCRIBE THE SUBJECT]

Style: [PHOTOREALISTIC / ILLUSTRATION / PAINTERLY / MINIMALIST / CINEMATIC]

Mood: [MOOD ADJECTIVES]

Color palette: [WARM / COOL / MUTED / VIBRANT / MONOCHROME / SPECIFIC COLORS]

Composition: [CLOSE-UP / WIDE SHOT / BIRD'S EYE / SYMMETRICAL / RULE OF THIRDS]

Generate:

1. Primary prompt: Complete Midjourney prompt with subject, style, lighting, composition, and technical parameters

2. Parameter recommendations: --ar [ASPECT RATIO], --v [VERSION], --s [STYLIZE], --q [QUALITY]

3. Negative prompt: What to exclude (--no [ELEMENTS])

4. 3 variations: Different styles or compositions of the same concept

5. Iteration guidance: How to refine if the first result isn't perfect

Format: /imagine prompt: [FULL PROMPT] --ar X:Y --v 6 --s [VALUE]

Tip: Front-load the most important descriptors. Midjourney weighs earlier words more heavily.

PRO TIP: Use specific artist styles, camera lenses, and lighting terms for more controlled results — "Hasselblad medium format, golden hour, f/2.8" gives dramatically better results than "good lighting."

RECOMMENDED TOOL: Midjourney — purpose-built for image generation.

PROMPT #241: Midjourney: Food Photography

WHEN TO USE: *Use when generating a food photography image with Midjourney.

THE PROMPT:

You are a children's book illustrator who has integrated Midjourney into your workflow. Generate a Midjourney prompt for a food photography shot that makes the viewer hungry.

Subject: [DESCRIBE THE SUBJECT]

Style: [PHOTOREALISTIC / ILLUSTRATION / PAINTERLY / MINIMALIST / CINEMATIC]

Mood: [MOOD ADJECTIVES]

Color palette: [WARM / COOL / MUTED / VIBRANT / MONOCHROME / SPECIFIC COLORS]

Composition: [CLOSE-UP / WIDE SHOT / BIRD'S EYE / SYMMETRICAL / RULE OF THIRDS]

Generate:

1. Primary prompt: Complete Midjourney prompt with subject, style, lighting, composition, and technical parameters

2. Parameter recommendations: --ar [ASPECT RATIO], --v [VERSION], --s [STYLIZE], --q [QUALITY]

3. Negative prompt: What to exclude (--no [ELEMENTS])

4. 3 variations: Different styles or compositions of the same concept

5. Iteration guidance: How to refine if the first result isn't perfect

Format: /imagine prompt: [FULL PROMPT] --ar X:Y --v 6 --s [VALUE]

Tip: Front-load the most important descriptors. Midjourney weighs earlier words more heavily.

PRO TIP: Use specific artist styles, camera lenses, and lighting terms for more controlled results — "Hasselblad medium format, golden hour, f/2.8" gives dramatically better results than "good lighting."

RECOMMENDED TOOL: Midjourney — purpose-built for image generation.

PROMPT #242: Midjourney: Fashion Editorial

WHEN TO USE: *Use when generating a fashion editorial image with Midjourney.

THE PROMPT:

You are a Midjourney power user who has logged 100,000+ generations across every style. Generate a Midjourney prompt for a fashion editorial shot that could appear in Vogue or Harper's Bazaar.

Subject: [DESCRIBE THE SUBJECT]

Style: [PHOTOREALISTIC / ILLUSTRATION / PAINTERLY / MINIMALIST / CINEMATIC]

Mood: [MOOD ADJECTIVES]

Color palette: [WARM / COOL / MUTED / VIBRANT / MONOCHROME / SPECIFIC COLORS]

Composition: [CLOSE-UP / WIDE SHOT / BIRD'S EYE / SYMMETRICAL / RULE OF THIRDS]

Generate:

1. Primary prompt: Complete Midjourney prompt with subject, style, lighting, composition, and technical parameters

2. Parameter recommendations: --ar [ASPECT RATIO], --v [VERSION], --s [STYLIZE], --q [QUALITY]

3. Negative prompt: What to exclude (--no [ELEMENTS])

4. 3 variations: Different styles or compositions of the same concept

5. Iteration guidance: How to refine if the first result isn't perfect

Format: /imagine prompt: [FULL PROMPT] --ar X:Y --v 6 --s [VALUE]

Tip: Front-load the most important descriptors. Midjourney weighs earlier words more heavily.

PRO TIP: Use specific artist styles, camera lenses, and lighting terms for more controlled results — "Hasselblad medium format, golden hour, f/2.8" gives dramatically better results than "good lighting."

RECOMMENDED TOOL: Midjourney — purpose-built for image generation.

PROMPT #243: Midjourney: Abstract Art

WHEN TO USE: *Use when generating an abstract art image with Midjourney.

THE PROMPT:

You are a visual effects supervisor using Midjourney for mood boards and pitch decks. Generate a Midjourney prompt for an abstract artwork that supports a specific emotional or conceptual brief.

Subject: [DESCRIBE THE SUBJECT]

Style: [PHOTOREALISTIC / ILLUSTRATION / PAINTERLY / MINIMALIST / CINEMATIC]

Mood: [MOOD ADJECTIVES]

Color palette: [WARM / COOL / MUTED / VIBRANT / MONOCHROME / SPECIFIC COLORS]

Composition: [CLOSE-UP / WIDE SHOT / BIRD'S EYE / SYMMETRICAL / RULE OF THIRDS]

Generate:

1. Primary prompt: Complete Midjourney prompt with subject, style, lighting, composition, and technical parameters

2. Parameter recommendations: --ar [ASPECT RATIO], --v [VERSION], --s [STYLIZE], --q [QUALITY]

3. Negative prompt: What to exclude (--no [ELEMENTS])

4. 3 variations: Different styles or compositions of the same concept

5. Iteration guidance: How to refine if the first result isn't perfect

Format: /imagine prompt: [FULL PROMPT] --ar X:Y --v 6 --s [VALUE]

Tip: Front-load the most important descriptors. Midjourney weighs earlier words more heavily.

PRO TIP: Use specific artist styles, camera lenses, and lighting terms for more controlled results — "Hasselblad medium format, golden hour, f/2.8" gives dramatically better results than "good lighting."

RECOMMENDED TOOL: Midjourney — purpose-built for image generation.

PROMPT #244: Midjourney: Vintage Poster

WHEN TO USE: *Use when generating a vintage poster image with Midjourney.

THE PROMPT:

You are a Midjourney specialist writing the definitive prompt guide for product teams. Generate a Midjourney prompt for a vintage poster that authentically captures a specific era and printing style.

Subject: [DESCRIBE THE SUBJECT]

Style: [PHOTOREALISTIC / ILLUSTRATION / PAINTERLY / MINIMALIST / CINEMATIC]

Mood: [MOOD ADJECTIVES]

Color palette: [WARM / COOL / MUTED / VIBRANT / MONOCHROME / SPECIFIC COLORS]

Composition: [CLOSE-UP / WIDE SHOT / BIRD'S EYE / SYMMETRICAL / RULE OF THIRDS]

Generate:

1. Primary prompt: Complete Midjourney prompt with subject, style, lighting, composition, and technical parameters

2. Parameter recommendations: --ar [ASPECT RATIO], --v [VERSION], --s [STYLIZE], --q [QUALITY]

3. Negative prompt: What to exclude (--no [ELEMENTS])

4. 3 variations: Different styles or compositions of the same concept

5. Iteration guidance: How to refine if the first result isn't perfect

Format: /imagine prompt: [FULL PROMPT] --ar X:Y --v 6 --s [VALUE]

Tip: Front-load the most important descriptors. Midjourney weighs earlier words more heavily.

PRO TIP: Use specific artist styles, camera lenses, and lighting terms for more controlled results — "Hasselblad medium format, golden hour, f/2.8" gives dramatically better results than "good lighting."

RECOMMENDED TOOL: Midjourney — purpose-built for image generation.

PROMPT #245: Midjourney: UI Mockup

WHEN TO USE: *Use when generating a UI mockup image with Midjourney.

THE PROMPT:

You are a graphic novelist who builds entire scenes through expert Midjourney prompting. Generate a Midjourney prompt for a UI mockup that looks like a real product screen.

Subject: [DESCRIBE THE SUBJECT]

Style: [PHOTOREALISTIC / ILLUSTRATION / PAINTERLY / MINIMALIST / CINEMATIC]

Mood: [MOOD ADJECTIVES]

Color palette: [WARM / COOL / MUTED / VIBRANT / MONOCHROME / SPECIFIC COLORS]

Composition: [CLOSE-UP / WIDE SHOT / BIRD'S EYE / SYMMETRICAL / RULE OF THIRDS]

Generate:

1. Primary prompt: Complete Midjourney prompt with subject, style, lighting, composition, and technical parameters

2. Parameter recommendations: --ar [ASPECT RATIO], --v [VERSION], --s [STYLIZE], --q [QUALITY]

3. Negative prompt: What to exclude (--no [ELEMENTS])

4. 3 variations: Different styles or compositions of the same concept

5. Iteration guidance: How to refine if the first result isn't perfect

Format: /imagine prompt: [FULL PROMPT] --ar X:Y --v 6 --s [VALUE]

Tip: Front-load the most important descriptors. Midjourney weighs earlier words more heavily.

PRO TIP: Use specific artist styles, camera lenses, and lighting terms for more controlled results — "Hasselblad medium format, golden hour, f/2.8" gives dramatically better results than "good lighting."

RECOMMENDED TOOL: Midjourney — purpose-built for image generation.

PROMPT #246: DALL-E: Photo-Realistic Scene

WHEN TO USE: *Use when generating a photo-realistic scene with DALL-E or Adobe Firefly.

THE PROMPT:

You are an AI image generation expert specializing in DALL-E's photorealistic strengths. Generate a DALL-E prompt for a photo-realistic scene with believable lighting, depth, and detail.

Subject: [DESCRIBE WHAT YOU NEED]

Use case: [WHERE THIS IMAGE WILL BE USED]

Style: [PHOTOGRAPHIC / DIGITAL ART / WATERCOLOR / FLAT DESIGN / 3D RENDER]

Dimensions: [SQUARE / LANDSCAPE / PORTRAIT]

Brand guidelines: [COLORS AND STYLE TO MATCH]

Prompt:

1. Main description: Detailed scene description in natural language

2. Style modifiers: Art style, lighting, perspective

3. Avoid: Elements to exclude from the image

4. 2 alternative prompts: Different approaches to the same concept

5. Post-generation: Recommended edits or adjustments

Note: DALL-E responds best to natural language descriptions. Be specific about composition, colors, and mood. Include “in the style of [MEDIUM]” for artistic styles.

PRO TIP: DALL-E works best with clear, natural language descriptions — technical Midjourney-style prompts don’t translate well.

RECOMMENDED TOOL: DALL-E (ChatGPT Plus) or Adobe Firefly.

PROMPT #247: DALL-E: Custom Illustration

WHEN TO USE: *Use when generating a custom illustration with DALL-E or Adobe Firefly.

THE PROMPT:

You are a creative technologist who has used DALL-E for 500+ client deliverables. Generate a DALL-E prompt for a custom illustration that matches a specified visual style.

Subject: [DESCRIBE WHAT YOU NEED]

Use case: [WHERE THIS IMAGE WILL BE USED]

Style: [PHOTOGRAPHIC / DIGITAL ART / WATERCOLOR / FLAT DESIGN / 3D RENDER]

Dimensions: [SQUARE / LANDSCAPE / PORTRAIT]

Brand guidelines: [COLORS AND STYLE TO MATCH]

Prompt:

1. Main description: Detailed scene description in natural language

2. Style modifiers: Art style, lighting, perspective

3. Avoid: Elements to exclude from the image

4. 2 alternative prompts: Different approaches to the same concept

5. Post-generation: Recommended edits or adjustments

Note: DALL-E responds best to natural language descriptions. Be specific about composition, colors, and mood. Include “in the style of [MEDIUM]”

for artistic styles.

PRO TIP: DALL-E works best with clear, natural language descriptions — technical Midjourney-style prompts don't translate well.

RECOMMENDED TOOL: DALL-E (ChatGPT Plus) or Adobe Firefly.

PROMPT #248: DALL-E: Technical Diagram

WHEN TO USE: *Use when generating a technical diagram with DALL-E or Adobe Firefly.

THE PROMPT:

You are a stock photography art director adapting your eye to DALL-E generation. Generate a DALL-E prompt for a technical diagram that is clear, accurate, and presentation-ready.

Subject: [DESCRIBE WHAT YOU NEED]

Use case: [WHERE THIS IMAGE WILL BE USED]

Style: [PHOTOGRAPHIC / DIGITAL ART / WATERCOLOR / FLAT DESIGN / 3D RENDER]

Dimensions: [SQUARE / LANDSCAPE / PORTRAIT]

Brand guidelines: [COLORS AND STYLE TO MATCH]

Prompt:

1. Main description: Detailed scene description in natural language

2. Style modifiers: Art style, lighting, perspective

3. Avoid: Elements to exclude from the image

4. 2 alternative prompts: Different approaches to the same concept

5. Post-generation: Recommended edits or adjustments

Note: DALL-E responds best to natural language descriptions. Be specific about composition, colors, and mood. Include "in the style of [MEDIUM]" for artistic styles.

PRO TIP: DALL-E works best with clear, natural language descriptions — technical Midjourney-style prompts don't translate well.

RECOMMENDED TOOL: DALL-E (ChatGPT Plus) or Adobe Firefly.

PROMPT #249: DALL-E: Chart Visualization

WHEN TO USE: *Use when generating a chart visualization with DALL-E or Adobe Firefly.

THE PROMPT:

You are a marketing creative who relies on DALL-E for fast-turnaround campaign visuals. Generate a DALL-E prompt for a chart visualization that communicates the data without ambiguity.

Subject: [DESCRIBE WHAT YOU NEED]

Use case: [WHERE THIS IMAGE WILL BE USED]

Style: [PHOTOGRAPHIC / DIGITAL ART / WATERCOLOR / FLAT DESIGN / 3D RENDER]

Dimensions: [SQUARE / LANDSCAPE / PORTRAIT]

Brand guidelines: [COLORS AND STYLE TO MATCH]

Prompt:

1. Main description: Detailed scene description in natural language

2. Style modifiers: Art style, lighting, perspective

3. Avoid: Elements to exclude from the image

4. 2 alternative prompts: Different approaches to the same concept

5. Post-generation: Recommended edits or adjustments

Note: DALL-E responds best to natural language descriptions. Be specific about composition, colors, and mood. Include “in the style of [MEDIUM]” for artistic styles.

PRO TIP: DALL-E works best with clear, natural language descriptions — technical Midjourney-style prompts don’t translate well.

RECOMMENDED TOOL: DALL-E (ChatGPT Plus) or Adobe Firefly.

PROMPT #250: DALL-E: Before/After Concept

WHEN TO USE: *Use when generating a before/after concept with DALL-E or Adobe Firefly.

THE PROMPT:

You are a UX designer who uses DALL-E to mock up illustrations and product imagery. Generate a DALL-E prompt for a clear before/after concept image that communicates transformation.

Subject: [DESCRIBE WHAT YOU NEED]

Use case: [WHERE THIS IMAGE WILL BE USED]

Style: [PHOTOGRAPHIC / DIGITAL ART / WATERCOLOR / FLAT DESIGN / 3D RENDER]

Dimensions: [SQUARE / LANDSCAPE / PORTRAIT]

Brand guidelines: [COLORS AND STYLE TO MATCH]

Prompt:

1. Main description: Detailed scene description in natural language

2. Style modifiers: Art style, lighting, perspective

3. Avoid: Elements to exclude from the image

4. 2 alternative prompts: Different approaches to the same concept

5. Post-generation: Recommended edits or adjustments

Note: DALL-E responds best to natural language descriptions. Be specific about composition, colors, and mood. Include “in the style of [MEDIUM]” for artistic styles.

PRO TIP: DALL-E works best with clear, natural language descriptions — technical Midjourney-style prompts don’t translate well.

RECOMMENDED TOOL: DALL-E (ChatGPT Plus) or Adobe Firefly.

PROMPT #251: DALL-E: Seasonal Marketing Image

WHEN TO USE: *Use when generating a seasonal marketing image with DALL-E or Adobe Firefly.

THE PROMPT:

You are an editorial illustrator translating story concepts into DALL-E prompts. Generate a DALL-E prompt for a seasonal marketing image tied to the campaign moment below.

Subject: [DESCRIBE WHAT YOU NEED]

Use case: [WHERE THIS IMAGE WILL BE USED]

Style: [PHOTOGRAPHIC / DIGITAL ART / WATERCOLOR / FLAT DESIGN / 3D RENDER]

Dimensions: [SQUARE / LANDSCAPE / PORTRAIT]

Brand guidelines: [COLORS AND STYLE TO MATCH]

Prompt:

1. Main description: Detailed scene description in natural language

2. Style modifiers: Art style, lighting, perspective

3. Avoid: Elements to exclude from the image

4. 2 alternative prompts: Different approaches to the same concept

5. Post-generation: Recommended edits or adjustments

Note: DALL-E responds best to natural language descriptions. Be specific about composition, colors, and mood. Include “in the style of [MEDIUM]” for artistic styles.

PRO TIP: DALL-E works best with clear, natural language descriptions — technical Midjourney-style prompts don’t translate well.

RECOMMENDED TOOL: DALL-E (ChatGPT Plus) or Adobe Firefly.

PROMPT #252: DALL-E: Hero Image

WHEN TO USE: *Use when generating a hero image with DALL-E or Adobe Firefly.

THE PROMPT:

You are a brand photographer who has shifted lifestyle imagery work to DALL-E. Generate a DALL-E prompt for a hero image with the impact and clarity needed for a website above-the-fold.

Subject: [DESCRIBE WHAT YOU NEED]

Use case: [WHERE THIS IMAGE WILL BE USED]

Style: [PHOTOGRAPHIC / DIGITAL ART / WATERCOLOR / FLAT DESIGN / 3D RENDER]

Dimensions: [SQUARE / LANDSCAPE / PORTRAIT]

Brand guidelines: [COLORS AND STYLE TO MATCH]

Prompt:

1. Main description: Detailed scene description in natural language

2. Style modifiers: Art style, lighting, perspective

3. Avoid: Elements to exclude from the image

4. 2 alternative prompts: Different approaches to the same concept

5. Post-generation: Recommended edits or adjustments

Note: DALL-E responds best to natural language descriptions. Be specific about composition, colors, and mood. Include “in the style of [MEDIUM]” for artistic styles.

PRO TIP: DALL-E works best with clear, natural language descriptions — technical Midjourney-style prompts don’t translate well.

RECOMMENDED TOOL: DALL-E (ChatGPT Plus) or Adobe Firefly.

PROMPT #253: DALL-E: Email Header

WHEN TO USE: *Use when generating an email header with DALL-E or Adobe Firefly.

THE PROMPT:

You are an instructional designer using DALL-E for educational and explainer visuals. Generate a DALL-E prompt for an email header that earns the click rather than feeling like decoration.

Subject: [DESCRIBE WHAT YOU NEED]

Use case: [WHERE THIS IMAGE WILL BE USED]

Style: [PHOTOGRAPHIC / DIGITAL ART / WATERCOLOR / FLAT DESIGN / 3D RENDER]

Dimensions: [SQUARE / LANDSCAPE / PORTRAIT]

Brand guidelines: [COLORS AND STYLE TO MATCH]

Prompt:

1. Main description: Detailed scene description in natural language

2. Style modifiers: Art style, lighting, perspective

3. Avoid: Elements to exclude from the image

4. 2 alternative prompts: Different approaches to the same concept

5. Post-generation: Recommended edits or adjustments

Note: DALL-E responds best to natural language descriptions. Be specific about composition, colors, and mood. Include “in the style of [MEDIUM]” for artistic styles.

PRO TIP: DALL-E works best with clear, natural language descriptions — technical Midjourney-style prompts don’t translate well.

RECOMMENDED TOOL: DALL-E (ChatGPT Plus) or Adobe Firefly.

PROMPT #254: DALL-E: Presentation Visual

WHEN TO USE: *Use when generating a presentation visual with DALL-E or Adobe Firefly.

THE PROMPT:

You are a content creator producing daily DALL-E imagery for social media at scale. Generate a DALL-E prompt for a presentation visual that supports a specific slide's argument.

Subject: [DESCRIBE WHAT YOU NEED]

Use case: [WHERE THIS IMAGE WILL BE USED]

Style: [PHOTOGRAPHIC / DIGITAL ART / WATERCOLOR / FLAT DESIGN / 3D RENDER]

Dimensions: [SQUARE / LANDSCAPE / PORTRAIT]

Brand guidelines: [COLORS AND STYLE TO MATCH]

Prompt:

1. Main description: Detailed scene description in natural language

2. Style modifiers: Art style, lighting, perspective

3. Avoid: Elements to exclude from the image

4. 2 alternative prompts: Different approaches to the same concept

5. Post-generation: Recommended edits or adjustments

Note: DALL-E responds best to natural language descriptions. Be specific about composition, colors, and mood. Include "in the style of [MEDIUM]" for artistic styles.

PRO TIP: DALL-E works best with clear, natural language descriptions — technical Midjourney-style prompts don't translate well.

RECOMMENDED TOOL: DALL-E (ChatGPT Plus) or Adobe Firefly.

PROMPT #255: DALL-E: Meme-Style Image

WHEN TO USE: *Use when generating a meme-style image with DALL-E or Adobe Firefly.

THE PROMPT:

You are a digital artist who teaches DALL-E mastery to professional design teams. Generate a DALL-E prompt for a meme-style image with the right composition and caption space.

Subject: [DESCRIBE WHAT YOU NEED]

Use case: [WHERE THIS IMAGE WILL BE USED]

Style: [PHOTOGRAPHIC / DIGITAL ART / WATERCOLOR / FLAT DESIGN / 3D RENDER]

Dimensions: [SQUARE / LANDSCAPE / PORTRAIT]

Brand guidelines: [COLORS AND STYLE TO MATCH]

Prompt:

1. Main description: Detailed scene description in natural language

2. Style modifiers: Art style, lighting, perspective

3. Avoid: Elements to exclude from the image

4. 2 alternative prompts: Different approaches to the same concept

5. Post-generation: Recommended edits or adjustments

Note: DALL-E responds best to natural language descriptions. Be specific about composition, colors, and mood. Include “in the style of [MEDIUM]” for artistic styles.

PRO TIP: DALL-E works best with clear, natural language descriptions — technical Midjourney-style prompts don’t translate well.

RECOMMENDED TOOL: DALL-E (ChatGPT Plus) or Adobe Firefly.

PROMPT #256: Runway: Dramatic Scene

WHEN TO USE: *Use when generating a dramatic scene video with Runway or similar AI video tools.

THE PROMPT:

You are an AI video director who has produced commercials with Runway for major brands. Generate a Runway prompt for a dramatic scene with cinematic camera movement and tone.

Scene description: [WHAT HAPPENS IN THE VIDEO]

Duration: [4 / 8 / 16 SECONDS]

Camera movement: [STATIC / PAN / ZOOM / ORBIT / TRACKING]

Style: [CINEMATIC / COMMERCIAL / ARTISTIC / DOCUMENTARY]

Mood: [MOOD DESCRIPTION]

Lighting: [LIGHTING DESCRIPTION]

Prompt structure:

1. Scene setup: Opening frame description

2. Motion: What moves and how

3. Camera: Movement and perspective

4. Style reference: Visual style guidelines

5. Pacing: Speed and rhythm of the video

Generate 2 variations with different camera movements.

Note: AI video tools work best with simple, focused scenes. Avoid complex multi-character interactions.

PRO TIP: Start with a strong reference image — generating video from image gives you more control than text-to-video alone.

RECOMMENDED TOOL: Runway Gen-3 or Pika Labs.

PROMPT #257: Runway: Product Reveal

WHEN TO USE: *Use when generating a product reveal video with Runway or similar AI video tools.

THE PROMPT:

You are a motion designer who has integrated Runway into production studio workflows. Generate a Runway prompt for a product reveal sequence that feels like a premium ad spot.

Scene description: [WHAT HAPPENS IN THE VIDEO]

Duration: [4 / 8 / 16 SECONDS]

Camera movement: [STATIC / PAN / ZOOM / ORBIT / TRACKING]

Style: [CINEMATIC / COMMERCIAL / ARTISTIC / DOCUMENTARY]

Mood: [MOOD DESCRIPTION]

Lighting: [LIGHTING DESCRIPTION]

Prompt structure:

1. Scene setup: Opening frame description

2. Motion: What moves and how

3. Camera: Movement and perspective

4. Style reference: Visual style guidelines

5. Pacing: Speed and rhythm of the video

Generate 2 variations with different camera movements.

Note: AI video tools work best with simple, focused scenes. Avoid complex multi-character interactions.

PRO TIP: Start with a strong reference image — generating video from image gives you more control than text-to-video alone.

RECOMMENDED TOOL: Runway Gen-3 or Pika Labs.

PROMPT #258: Runway: Lifestyle Ad

WHEN TO USE: *Use when generating a lifestyle ad video with Runway or similar AI video tools.

THE PROMPT:

You are a filmmaker using Runway Gen-3 to produce indie shorts that have won festivals. Generate a Runway prompt for a lifestyle ad video that conveys a brand’s emotional appeal.

Scene description: [WHAT HAPPENS IN THE VIDEO]

Duration: [4 / 8 / 16 SECONDS]

Camera movement: [STATIC / PAN / ZOOM / ORBIT / TRACKING]

Style: [CINEMATIC / COMMERCIAL / ARTISTIC / DOCUMENTARY]

Mood: [MOOD DESCRIPTION]

Lighting: [LIGHTING DESCRIPTION]

Prompt structure:

1. Scene setup: Opening frame description

2. Motion: What moves and how

3. Camera: Movement and perspective

4. Style reference: Visual style guidelines

5. Pacing: Speed and rhythm of the video

Generate 2 variations with different camera movements.

Note: AI video tools work best with simple, focused scenes. Avoid complex multi-character interactions.

PRO TIP: Start with a strong reference image — generating video from image gives you more control than text-to-video alone.

RECOMMENDED TOOL: Runway Gen-3 or Pika Labs.

PROMPT #259: Runway: Transition Effect

WHEN TO USE: *Use when generating a transition effect video with Runway or similar AI video tools.

THE PROMPT:

You are a content creator generating viral Runway videos with millions of views. Generate a Runway prompt for a transition effect that connects two scenes with intentional visual logic.

Scene description: [WHAT HAPPENS IN THE VIDEO]

Duration: [4 / 8 / 16 SECONDS]

Camera movement: [STATIC / PAN / ZOOM / ORBIT / TRACKING]

Style: [CINEMATIC / COMMERCIAL / ARTISTIC / DOCUMENTARY]

Mood: [MOOD DESCRIPTION]

Lighting: [LIGHTING DESCRIPTION]

Prompt structure:

1. Scene setup: Opening frame description

2. Motion: What moves and how

3. Camera: Movement and perspective

4. Style reference: Visual style guidelines

5. Pacing: Speed and rhythm of the video

Generate 2 variations with different camera movements.

Note: AI video tools work best with simple, focused scenes. Avoid complex multi-character interactions.

PRO TIP: Start with a strong reference image — generating video from image gives you more control than text-to-video alone.

RECOMMENDED TOOL: Runway Gen-3 or Pika Labs.

PROMPT #260: Runway: Background Animation

WHEN TO USE: *Use when generating a background animation video with Runway or similar AI video tools.

THE PROMPT:

You are a creative technologist teaching Runway to ad agencies and production houses. Generate a Runway prompt for a background animation that supports content without distracting from it.

Scene description: [WHAT HAPPENS IN THE VIDEO]

Duration: [4 / 8 / 16 SECONDS]

Camera movement: [STATIC / PAN / ZOOM / ORBIT / TRACKING]

Style: [CINEMATIC / COMMERCIAL / ARTISTIC / DOCUMENTARY]

Mood: [MOOD DESCRIPTION]

Lighting: [LIGHTING DESCRIPTION]

Prompt structure:

1. Scene setup: Opening frame description

2. Motion: What moves and how

3. Camera: Movement and perspective

4. Style reference: Visual style guidelines

5. Pacing: Speed and rhythm of the video

Generate 2 variations with different camera movements.

Note: AI video tools work best with simple, focused scenes. Avoid complex multi-character interactions.

PRO TIP: Start with a strong reference image — generating video from image gives you more control than text-to-video alone.

RECOMMENDED TOOL: Runway Gen-3 or Pika Labs.

PROMPT #261: Suno: Background Music Track

WHEN TO USE: *Use when generating background music track with AI music tools.

THE PROMPT:

You are an AI music producer who has charted on Spotify with Suno-generated tracks. Generate a Suno prompt for a background music track that fits the use case without distracting from it.

Use case: [WHERE THIS MUSIC WILL BE USED]

Mood: [UPBEAT / CALM / DRAMATIC / INSPIRING / MYSTERIOUS / PLAYFUL]

Genre: [POP / CLASSICAL / ELECTRONIC / JAZZ / AMBIENT / CINEMATIC / LO-FI]

Tempo: [SLOW 60-80 BPM / MEDIUM 80-120 BPM / FAST 120-160 BPM]

Duration: [30 SECONDS / 1 MINUTE / 2 MINUTES / 3 MINUTES]

Instruments: [PIANO / GUITAR / SYNTH / ORCHESTRAL / DRUM MACHINE / ACOUSTIC]

Prompt:

1. Style description: Genre, mood, instruments, tempo

2. Structure: Intro → verse → chorus → outro (or loop-friendly structure)

3. Reference: “Sounds like [ARTIST/SONG] but [MODIFICATION]”

4. Technical notes: Key, time signature, production style

5. Licensing note: Verify rights for intended use

Generate 3 variations with different genres for the same mood.

PRO TIP: Generate multiple versions and A/B test with your audience — musical taste is subjective, and you need options.

RECOMMENDED TOOL: Suno AI or Udio.

PROMPT #262: Suno: Intro Jingle

WHEN TO USE: *Use when generating intro jingle with AI music tools.

THE PROMPT:

You are a composer adapting your craft to Suno for advertising and brand music. Generate a Suno prompt for an intro jingle that imprints brand identity in under 10 seconds.

Use case: [WHERE THIS MUSIC WILL BE USED]

Mood: [UPBEAT / CALM / DRAMATIC / INSPIRING / MYSTERIOUS / PLAYFUL]

Genre: [POP / CLASSICAL / ELECTRONIC / JAZZ / AMBIENT / CINEMATIC / LO-FI]

Tempo: [SLOW 60-80 BPM / MEDIUM 80-120 BPM / FAST 120-160 BPM]

Duration: [30 SECONDS / 1 MINUTE / 2 MINUTES / 3 MINUTES]

Instruments: [PIANO / GUITAR / SYNTH / ORCHESTRAL / DRUM MACHINE / ACOUSTIC]

Prompt:

1. Style description: Genre, mood, instruments, tempo

2. Structure: Intro → verse → chorus → outro (or loop-friendly structure)

3. Reference: “Sounds like [ARTIST/SONG] but [MODIFICATION]”

4. Technical notes: Key, time signature, production style

5. Licensing note: Verify rights for intended use

Generate 3 variations with different genres for the same mood.

PRO TIP: Generate multiple versions and A/B test with your audience — musical taste is subjective, and you need options.

RECOMMENDED TOOL: Suno AI or Udio.

PROMPT #263: Suno: Podcast Theme

WHEN TO USE: *Use when generating podcast theme with AI music tools.

THE PROMPT:

You are a podcast producer building custom theme music libraries with Suno. Generate a Suno prompt for a podcast theme that signals the show’s tone and genre.

Use case: [WHERE THIS MUSIC WILL BE USED]

Mood: [UPBEAT / CALM / DRAMATIC / INSPIRING / MYSTERIOUS / PLAYFUL]

Genre: [POP / CLASSICAL / ELECTRONIC / JAZZ / AMBIENT / CINEMATIC / LO-FI]

Tempo: [SLOW 60-80 BPM / MEDIUM 80-120 BPM / FAST 120-160 BPM]

Duration: [30 SECONDS / 1 MINUTE / 2 MINUTES / 3 MINUTES]

Instruments: [PIANO / GUITAR / SYNTH / ORCHESTRAL / DRUM MACHINE / ACOUSTIC]

Prompt:

1. Style description: Genre, mood, instruments, tempo

2. Structure: Intro → verse → chorus → outro (or loop-friendly structure)

3. Reference: “Sounds like [ARTIST/SONG] but [MODIFICATION]”

4. Technical notes: Key, time signature, production style

5. Licensing note: Verify rights for intended use

Generate 3 variations with different genres for the same mood.

PRO TIP: Generate multiple versions and A/B test with your audience — musical taste is subjective, and you need options.

RECOMMENDED TOOL: Suno AI or Udio.

PROMPT #264: Suno: Presentation Soundtrack

WHEN TO USE: *Use when generating presentation soundtrack with AI music tools.

THE PROMPT:

You are a sync licensing specialist generating royalty-free Suno tracks for video. Generate a Suno prompt for a presentation soundtrack that supports rather than overwhelms the content.

Use case: [WHERE THIS MUSIC WILL BE USED]

Mood: [UPBEAT / CALM / DRAMATIC / INSPIRING / MYSTERIOUS / PLAYFUL]

Genre: [POP / CLASSICAL / ELECTRONIC / JAZZ / AMBIENT / CINEMATIC / LO-FI]

Tempo: [SLOW 60-80 BPM / MEDIUM 80-120 BPM / FAST 120-160 BPM]

Duration: [30 SECONDS / 1 MINUTE / 2 MINUTES / 3 MINUTES]

Instruments: [PIANO / GUITAR / SYNTH / ORCHESTRAL / DRUM MACHINE / ACOUSTIC]

Prompt:

1. Style description: Genre, mood, instruments, tempo

2. Structure: Intro → verse → chorus → outro (or loop-friendly structure)

3. Reference: “Sounds like [ARTIST/SONG] but [MODIFICATION]”

4. Technical notes: Key, time signature, production style

5. Licensing note: Verify rights for intended use

Generate 3 variations with different genres for the same mood.

PRO TIP: Generate multiple versions and A/B test with your audience — musical taste is subjective, and you need options.

RECOMMENDED TOOL: Suno AI or Udio.

PROMPT #265: Suno: Ambient Soundscape

WHEN TO USE: *Use when generating ambient soundscape with AI music tools.

THE PROMPT:

You are an audio branding consultant designing sonic identities through Suno prompting. Generate a Suno prompt for an ambient soundscape that creates a specific environment or mood.

Use case: [WHERE THIS MUSIC WILL BE USED]

Mood: [UPBEAT / CALM / DRAMATIC / INSPIRING / MYSTERIOUS / PLAYFUL]

Genre: [POP / CLASSICAL / ELECTRONIC / JAZZ / AMBIENT / CINEMATIC / LO-FI]

Tempo: [SLOW 60-80 BPM / MEDIUM 80-120 BPM / FAST 120-160 BPM]

Duration: [30 SECONDS / 1 MINUTE / 2 MINUTES / 3 MINUTES]

Instruments: [PIANO / GUITAR / SYNTH / ORCHESTRAL / DRUM MACHINE / ACOUSTIC]

Prompt:

1. Style description: Genre, mood, instruments, tempo

2. Structure: Intro → verse → chorus → outro (or loop-friendly structure)

3. Reference: “Sounds like [ARTIST/SONG] but [MODIFICATION]”

4. Technical notes: Key, time signature, production style

5. Licensing note: Verify rights for intended use

Generate 3 variations with different genres for the same mood.

PRO TIP: Generate multiple versions and A/B test with your audience — musical taste is subjective, and you need options.

RECOMMENDED TOOL: Suno AI or Udio.

PROMPT #266: Design Direction: Brand Mood Board Description

WHEN TO USE: *Use when creating a brand mood board description for a design project.

THE PROMPT:

You are a creative director at Pentagram who has shaped visual identities for global brands. Develop a brand mood board description for [BRAND/PROJECT] that gives designers a clear visual direction.

Brand: [NAME AND DESCRIPTION]

Industry: [INDUSTRY]

Target audience: [WHO]

Brand personality: [3–5 ADJECTIVES]

Existing brand elements: [LOGO, COLORS, FONTS IF ANY]

Design goal: [WHAT THIS DESIGN NEEDS TO ACHIEVE]

Deliver:

1. Strategic rationale: Why these design choices serve the brand and audience

2. Specific recommendations with examples and references

3. What to avoid: Design choices that would undermine the brand

4. Application: How to apply these guidelines across different touchpoints

5. Inspiration sources: Visual references to guide execution

Be specific enough that a designer could execute from this brief without further conversation.

PRO TIP: Great design direction focuses on why, not just what — explaining the strategic rationale ensures designers make aligned decisions on details you haven't specified.

RECOMMENDED TOOL: Claude — creates the most strategic, detailed design direction.

PROMPT #267: Design Direction: Color Palette Rationale

WHEN TO USE: *Use when creating a color palette rationale for a design project.

THE PROMPT:

You are a design lead at IDEO bringing design thinking to creative briefs. Develop a color palette rationale for [BRAND/PROJECT] that ties each color choice to a strategic purpose.

Brand: [NAME AND DESCRIPTION]

Industry: [INDUSTRY]

Target audience: [WHO]

Brand personality: [3–5 ADJECTIVES]

Existing brand elements: [LOGO, COLORS, FONTS IF ANY]

Design goal: [WHAT THIS DESIGN NEEDS TO ACHIEVE]

Deliver:

1. Strategic rationale: Why these design choices serve the brand and audience

2. Specific recommendations with examples and references

3. What to avoid: Design choices that would undermine the brand

4. Application: How to apply these guidelines across different touchpoints

5. Inspiration sources: Visual references to guide execution

Be specific enough that a designer could execute from this brief without further conversation.

PRO TIP: Great design direction focuses on why, not just what — explaining the strategic rationale ensures designers make aligned decisions

on details you haven’t specified.

RECOMMENDED TOOL: Claude — creates the most strategic, detailed design direction.

PROMPT #268: Design Direction: Typography Pairing Guide

WHEN TO USE: *Use when creating a typography pairing guide for a design project.

THE PROMPT:

You are a brand strategist who has launched products for Apple, Nike, and Patagonia. Develop a typography pairing guide for [BRAND/PROJECT] with reasoning, hierarchy, and use cases.

Brand: [NAME AND DESCRIPTION]

Industry: [INDUSTRY]

Target audience: [WHO]

Brand personality: [3–5 ADJECTIVES]

Existing brand elements: [LOGO, COLORS, FONTS IF ANY]

Design goal: [WHAT THIS DESIGN NEEDS TO ACHIEVE]

Deliver:

1. Strategic rationale: Why these design choices serve the brand and audience

2. Specific recommendations with examples and references

3. What to avoid: Design choices that would undermine the brand

4. Application: How to apply these guidelines across different touchpoints

5. Inspiration sources: Visual references to guide execution

Be specific enough that a designer could execute from this brief without further conversation.

PRO TIP: Great design direction focuses on why, not just what — explaining the strategic rationale ensures designers make aligned decisions on details you haven’t specified.

RECOMMENDED TOOL: Claude — creates the most strategic, detailed design direction.

PROMPT #269: Design Direction: Layout Critique Framework

WHEN TO USE: *Use when creating a layout critique framework for a design project.

THE PROMPT:

You are a former Wieden+Kennedy creative director now running an independent studio. Develop a layout critique framework for [BRAND/PROJECT] that gives reviewers a shared vocabulary.

Brand: [NAME AND DESCRIPTION]

Industry: [INDUSTRY]

Target audience: [WHO]

Brand personality: [3–5 ADJECTIVES]

Existing brand elements: [LOGO, COLORS, FONTS IF ANY]

Design goal: [WHAT THIS DESIGN NEEDS TO ACHIEVE]

Deliver:

1. Strategic rationale: Why these design choices serve the brand and audience

2. Specific recommendations with examples and references

3. What to avoid: Design choices that would undermine the brand

4. Application: How to apply these guidelines across different touchpoints

5. Inspiration sources: Visual references to guide execution

Be specific enough that a designer could execute from this brief without further conversation.

PRO TIP: Great design direction focuses on why, not just what — explaining the strategic rationale ensures designers make aligned decisions on details you haven’t specified.

RECOMMENDED TOOL: Claude — creates the most strategic, detailed design direction.

PROMPT #270: Design Direction: Design Brief Writer

WHEN TO USE: *Use when creating a design brief writer for a design project.

THE PROMPT:

You are a creative director at a luxury house with two decades shaping visual culture. Develop a complete design brief for [BRAND/PROJECT] that a designer can execute from without further questions.

Brand: [NAME AND DESCRIPTION]

Industry: [INDUSTRY]

Target audience: [WHO]

Brand personality: [3–5 ADJECTIVES]

Existing brand elements: [LOGO, COLORS, FONTS IF ANY]

Design goal: [WHAT THIS DESIGN NEEDS TO ACHIEVE]

Deliver:

1. Strategic rationale: Why these design choices serve the brand and audience

2. Specific recommendations with examples and references

3. What to avoid: Design choices that would undermine the brand

4. Application: How to apply these guidelines across different touchpoints

5. Inspiration sources: Visual references to guide execution

Be specific enough that a designer could execute from this brief without further conversation.

PRO TIP: Great design direction focuses on why, not just what — explaining the strategic rationale ensures designers make aligned decisions on details you haven't specified.

RECOMMENDED TOOL: Claude — creates the most strategic, detailed design direction.

Additional Creative Prompts

PROMPT #271: AI Avatar & Headshot Generator

WHEN TO USE: *Use when you need a professional headshot or avatar created with AI.

THE PROMPT:

You are an AI portrait specialist. Create a prompt for generating a professional headshot/avatar.

Subject description: [GENDER, AGE RANGE, ETHNICITY, HAIR]

Purpose: [LINKEDIN / WEBSITE / SOCIAL MEDIA / COMPANY DIRECTORY]

Style: [CORPORATE / CREATIVE / CASUAL PROFESSIONAL / EDITORIAL]

Background: [SOLID COLOR / GRADIENT / OFFICE / OUTDOOR / ABSTRACT]

Lighting: [STUDIO / NATURAL / DRAMATIC / SOFT]

Clothing: [BUSINESS FORMAL / SMART CASUAL / CREATIVE]

Generate:

1. Primary prompt with all technical specifications

2. Variation with different background

3. Variation with different lighting mood

4. Parameters: aspect ratio, quality settings, style weight

5. Post-processing suggestions: Cropping, color correction, background cleanup

Note: For professional use, ensure the result looks natural and doesn't fall into uncanny valley territory. Specify "photorealistic, natural skin texture, authentic expression" in prompts.

PRO TIP: Generate 5-10 variations and let someone else pick the best one — we're poor judges of our own headshots.

RECOMMENDED TOOL: Midjourney v6 — best photorealistic portrait generation.

PROMPT #272: Infographic Content Planner

WHEN TO USE: *Use when planning the content and layout of an infographic before design.

THE PROMPT:

You are an information designer. Plan the content and visual structure for an infographic about [TOPIC].

Topic: [SUBJECT]
Audience: [WHO WILL VIEW THIS]
Primary message: [THE KEY TAKEAWAY]
Data available: [STATISTICS AND FACTS TO INCLUDE]
Brand colors: [COLOR PALETTE]
Distribution: [SOCIAL MEDIA / BLOG / PRINT / PRESENTATION]
Design the infographic:
1. Title: Compelling, under 8 words
2. Subtitle: Context in one line
3. Section flow: Top-to-bottom narrative arc (5-7 sections)
4. For each section:
   - Heading
   - Data point or key fact
   - Visual type: icon, chart, illustration, number callout
   - Supporting text (under 25 words)
5. Visual hierarchy: What should grab attention first, second, third
6. Call to action: What readers should do after viewing
7. Sources: Where data came from
8. Dimensions: Recommended size for target platform

Design principles: One typeface family, max 3 colors, generous white space, left-to-right reading flow within sections.

PRO TIP: The best infographics tell ONE story with data — if you're trying to communicate more than one key message, make two infographics.

RECOMMENDED TOOL: Claude — plans the most logical, compelling information design.

PROMPT #273: Social Media Ad Creative Brief

WHEN TO USE: *Use when briefing a designer or AI tool on social media ad visuals.

THE PROMPT:

You are a creative director briefing ad creative for [PLATFORM].

Campaign: [NAME/DESCRIPTION]

Product: [WHAT YOU'RE ADVERTISING]

Target audience: [WHO SEES THIS AD]

Campaign objective: [AWARENESS / TRAFFIC / CONVERSIONS / ENGAGEMENT]

Creative brief:

1. Ad format: [SINGLE IMAGE / CAROUSEL / VIDEO / STORIES]
2. Dimensions: [PLATFORM-SPECIFIC SIZES]
3. Visual concept: Detailed description of what the ad should show
4. Headline overlay: Text on the image (under 5 words)
5. Color palette: Primary and accent colors
6. Imagery style: Photography vs. illustration, mood, lighting
7. Logo placement: Where and how large
8. Text-to-image ratio: Keep under 20% for Facebook/Instagram
9. Variations needed: 3-5 creative variations for testing
10. Do NOT include: Elements to avoid

For each variation:

- Visual concept description
- Headline text
- What's being tested (image, headline, layout, color)

Provide enough detail that a designer or AI tool can execute without further conversation.

PRO TIP: Create at least 5 ad variations per campaign — the algorithm needs options to find the winner, and your instinct about which creative performs best is usually wrong.

RECOMMENDED TOOL: Claude — creates detailed, actionable creative briefs.

PROMPT #274: Presentation Template Designer

WHEN TO USE: *Use when you need a custom presentation template design direction.

THE PROMPT:

You are a presentation designer. Create a design template specification for a [TYPE] presentation for [BRAND/COMPANY].

Presentation purpose: [SALES / INTERNAL / CONFERENCE / TRAINING]

Brand guidelines: [COLORS, FONTS, LOGO]

Slide count: [ESTIMATED NUMBER]

Audience: [WHO WILL VIEW THIS]

Template specifications:

1. Title slide: Layout, typography hierarchy, image placement
2. Section divider: Visual treatment for chapter breaks
3. Content slide: Text and image layout options (3 variants)
4. Data slide: Chart and graph styling guidelines
5. Quote slide: Featured quote layout
6. Comparison slide: Side-by-side layout
7. Team/bio slide: Photo and text arrangement
8. CTA slide: Closing with action item

Design system:

- Color usage: Primary, secondary, accent, background
- Typography: Heading font, body font, sizes, line spacing
- Imagery: Photo style, icon style, illustration guidelines
- White space: Minimum margins and padding
- Animation: Subtle transitions (or none)

Provide enough specification that a designer can build the full template in PowerPoint, Keynote, or Google Slides.

PRO TIP: Consistent presentation templates save 5+ hours per deck — invest once in a great template and reuse it for every presentation.

RECOMMENDED TOOL: Claude — creates comprehensive design specifications.

PROMPT #275: Product Photography Shot List

WHEN TO USE: *Use when planning a product photography session with specific shots needed.

THE PROMPT:

You are a commercial photographer planning a shoot. Create a detailed shot list for [PRODUCT].

Product: [DESCRIPTION]

Use cases for photos: [E-COMMERCE / SOCIAL MEDIA / ADVERTISING / PACKAGING / PRESS]

Brand aesthetic: [MINIMAL / LUXURIOUS / PLAYFUL / NATURAL / INDUSTRIAL]

Number of final images needed: [COUNT]

Shot list:

1. Hero shot: Primary product image — angle, lighting, background, props
2. Detail shots (3-5): Close-ups of key features, textures, materials
3. Lifestyle shots (3-5): Product in use, in context, with people
4. Scale shot: Product next to reference object for size context
5. Packaging shot: Product with packaging, unboxing moment
6. Group/collection: Multiple products or variants together
7. Flat lay: Top-down arrangement with complementary items
8. Process/action: Product being used, mid-action

For each shot:

- Exact angle and composition
- Lighting setup (natural, studio, mixed)
- Background and surface
- Props and styling elements
- Post-production notes
- Intended use (which platform/placement)

Equipment recommendations and total estimated shoot time.

PRO TIP: Shoot more than you need — aim for 3x your final image count. The best product photo is often one you didn’t plan.

RECOMMENDED TOOL: ChatGPT — fast at generating comprehensive shot lists.

Chapter 7: Coding & Technical

Code is the domain where AI most clearly closes the gap between intent and execution. A well-prompted model can generate working code, review existing code, explain unfamiliar code, and refactor entire systems with judgment that approaches a senior engineer. The prompts in this chapter cover code generation, review, debugging, architecture, API design, security, DevOps, and technical documentation. They are written for both professional developers and technical-adjacent professionals who need to ship something without becoming an engineer first.

Code Generation, Debugging, No-Code & DevOps

PROMPT #276: Code: Function Writer

WHEN TO USE: *Use when you need a function writer written quickly with best practices.

THE PROMPT:

You are a Staff Engineer at Google with deep expertise across modern web stacks. Write a production-grade function that meets the spec below.

Language/framework: [LANGUAGE / FRAMEWORK]

Purpose: [WHAT THIS CODE DOES]

Inputs: [WHAT IT RECEIVES]

Outputs: [WHAT IT RETURNS/PRODUCES]

Constraints: [PERFORMANCE, SECURITY, COMPATIBILITY REQUIREMENTS]

Existing codebase context: [RELEVANT PATTERNS OR CONVENTIONS]

Requirements:

1. Write production-ready code (not a prototype)

2. Include error handling and edge cases
3. Add clear comments for complex logic
4. Follow the language's style conventions
5. Include type annotations where applicable
6. Write unit tests for the main function
7. Note any dependencies or setup required
8. Security considerations for this type of code
9. Performance optimization notes
10. Documentation: JSDoc/docstring for public interfaces

Do NOT write "tutorial-quality" code. Write it as if it's going directly into a production codebase that other engineers will maintain.

PRO TIP: Always specify your language, framework version, and coding conventions — generic code often doesn't match your project's patterns.

RECOMMENDED TOOL: Claude — writes the most production-ready, well-documented code.

PROMPT #277: Code: API Endpoint Builder

WHEN TO USE: *Use when you need an API endpoint builder written quickly with best practices.

THE PROMPT:

You are a Principal Engineer who has shipped production code at Stripe, Airbnb, and Netflix. Build a production-grade API endpoint that meets the spec below.

Language/framework: [LANGUAGE / FRAMEWORK]

Purpose: [WHAT THIS CODE DOES]

Inputs: [WHAT IT RECEIVES]

Outputs: [WHAT IT RETURNS/PRODUCES]

Constraints: [PERFORMANCE, SECURITY, COMPATIBILITY REQUIREMENTS]

Existing codebase context: [RELEVANT PATTERNS OR CONVENTIONS]

Requirements:

1. Write production-ready code (not a prototype)
2. Include error handling and edge cases
3. Add clear comments for complex logic
4. Follow the language's style conventions
5. Include type annotations where applicable
6. Write unit tests for the main function
7. Note any dependencies or setup required
8. Security considerations for this type of code
9. Performance optimization notes
10. Documentation: JSDoc/docstring for public interfaces

Do NOT write "tutorial-quality" code. Write it as if it's going directly into a production codebase that other engineers will maintain.

PRO TIP: Always specify your language, framework version, and coding conventions — generic code often doesn't match your project's patterns.

RECOMMENDED TOOL: Claude — writes the most production-ready, well-documented code.

PROMPT #278: Code: Database Query Generator

WHEN TO USE: *Use when you need a database query generator written quickly with best practices.

THE PROMPT:

You are a Tech Lead at a high-growth startup writing battle-tested production code. Write a database query that performs reliably and efficiently against the schema below.

Language/framework: [LANGUAGE / FRAMEWORK]

Purpose: [WHAT THIS CODE DOES]

Inputs: [WHAT IT RECEIVES]

Outputs: [WHAT IT RETURNS/PRODUCES]

Constraints: [PERFORMANCE, SECURITY, COMPATIBILITY REQUIREMENTS]

Existing codebase context: [RELEVANT PATTERNS OR CONVENTIONS]

Requirements:

1. Write production-ready code (not a prototype)
2. Include error handling and edge cases
3. Add clear comments for complex logic
4. Follow the language's style conventions
5. Include type annotations where applicable
6. Write unit tests for the main function
7. Note any dependencies or setup required
8. Security considerations for this type of code
9. Performance optimization notes
10. Documentation: JSDoc/docstring for public interfaces

Do NOT write "tutorial-quality" code. Write it as if it's going directly into a production codebase that other engineers will maintain.

PRO TIP: Always specify your language, framework version, and coding conventions — generic code often doesn't match your project's patterns.

RECOMMENDED TOOL: Claude — writes the most production-ready, well-documented code.

PROMPT #279: Code: React Component Creator

WHEN TO USE: *Use when you need a react component creator written quickly with best practices.

THE PROMPT:

You are a Distinguished Engineer who has authored multiple O'Reilly programming books. Build a React component for the spec below with proper state, props, and accessibility handling.

Language/framework: [LANGUAGE / FRAMEWORK]

Purpose: [WHAT THIS CODE DOES]

Inputs: [WHAT IT RECEIVES]

Outputs: [WHAT IT RETURNS/PRODUCES]

Constraints: [PERFORMANCE, SECURITY, COMPATIBILITY REQUIREMENTS]

Existing codebase context: [RELEVANT PATTERNS OR CONVENTIONS]

Requirements:

1. Write production-ready code (not a prototype)
2. Include error handling and edge cases
3. Add clear comments for complex logic
4. Follow the language's style conventions
5. Include type annotations where applicable
6. Write unit tests for the main function
7. Note any dependencies or setup required
8. Security considerations for this type of code
9. Performance optimization notes
10. Documentation: JSDoc/docstring for public interfaces

Do NOT write "tutorial-quality" code. Write it as if it's going directly into a production codebase that other engineers will maintain.

PRO TIP: Always specify your language, framework version, and coding conventions — generic code often doesn't match your project's patterns.

RECOMMENDED TOOL: Claude — writes the most production-ready, well-documented code.

PROMPT #280: Code: Automation Script Builder

WHEN TO USE: *Use when you need an automation script builder written quickly with best practices.

THE PROMPT:

You are a Senior Backend Engineer at a fintech company with strict reliability standards. Build an automation script that handles the workflow described below end-to-end.

Language/framework: [LANGUAGE / FRAMEWORK]

Purpose: [WHAT THIS CODE DOES]

Inputs: [WHAT IT RECEIVES]

Outputs: [WHAT IT RETURNS/PRODUCES]

Constraints: [PERFORMANCE, SECURITY, COMPATIBILITY REQUIREMENTS]

Existing codebase context: [RELEVANT PATTERNS OR CONVENTIONS]

Requirements:

1. Write production-ready code (not a prototype)
2. Include error handling and edge cases
3. Add clear comments for complex logic
4. Follow the language's style conventions
5. Include type annotations where applicable
6. Write unit tests for the main function
7. Note any dependencies or setup required
8. Security considerations for this type of code
9. Performance optimization notes
10. Documentation: JSDoc/docstring for public interfaces

Do NOT write "tutorial-quality" code. Write it as if it's going directly into a production codebase that other engineers will maintain.

PRO TIP: Always specify your language, framework version, and coding conventions — generic code often doesn't match your project's patterns.

RECOMMENDED TOOL: Claude — writes the most production-ready, well-documented code.

PROMPT #281: Code: Data Pipeline Designer

WHEN TO USE: *Use when you need a data pipeline designer written quickly with best practices.

THE PROMPT:

You are an open-source maintainer of a popular framework with millions of weekly downloads. Design a data pipeline that handles the requirements below at production scale.

Language/framework: [LANGUAGE / FRAMEWORK]

Purpose: [WHAT THIS CODE DOES]

Inputs: [WHAT IT RECEIVES]

Outputs: [WHAT IT RETURNS/PRODUCES]

Constraints: [PERFORMANCE, SECURITY, COMPATIBILITY REQUIREMENTS]

Existing codebase context: [RELEVANT PATTERNS OR CONVENTIONS]

Requirements:

1. Write production-ready code (not a prototype)
2. Include error handling and edge cases
3. Add clear comments for complex logic
4. Follow the language's style conventions
5. Include type annotations where applicable
6. Write unit tests for the main function
7. Note any dependencies or setup required
8. Security considerations for this type of code
9. Performance optimization notes
10. Documentation: JSDoc/docstring for public interfaces

Do NOT write "tutorial-quality" code. Write it as if it's going directly into a production codebase that other engineers will maintain.

PRO TIP: Always specify your language, framework version, and coding conventions — generic code often doesn't match your project's patterns.

RECOMMENDED TOOL: Claude — writes the most production-ready, well-documented code.

PROMPT #282: Code: Test Suite Generator

WHEN TO USE: *Use when you need a test suite generator written quickly with best practices.

THE PROMPT:

You are a Staff+ Engineer at Meta who reviews code at the highest quality bar. Generate a test suite for the code or specification below covering happy path and edge cases.

Language/framework: [LANGUAGE / FRAMEWORK]

Purpose: [WHAT THIS CODE DOES]

Inputs: [WHAT IT RECEIVES]

Outputs: [WHAT IT RETURNS/PRODUCES]

Constraints: [PERFORMANCE, SECURITY, COMPATIBILITY REQUIREMENTS]

Existing codebase context: [RELEVANT PATTERNS OR CONVENTIONS]

Requirements:

1. Write production-ready code (not a prototype)
2. Include error handling and edge cases
3. Add clear comments for complex logic
4. Follow the language's style conventions
5. Include type annotations where applicable
6. Write unit tests for the main function
7. Note any dependencies or setup required
8. Security considerations for this type of code
9. Performance optimization notes
10. Documentation: JSDoc/docstring for public interfaces

Do NOT write "tutorial-quality" code. Write it as if it's going directly into a production codebase that other engineers will maintain.

PRO TIP: Always specify your language, framework version, and coding conventions — generic code often doesn't match your project's patterns.

RECOMMENDED TOOL: Claude — writes the most production-ready, well-documented code.

PROMPT #283: Code: CLI Tool Builder

WHEN TO USE: *Use when you need a cli tool builder written quickly with best practices.

THE PROMPT:

You are a Senior Software Architect designing systems that handle 10M+ requests per day. Build a command-line tool for the use case below with proper argument parsing and help text.

Language/framework: [LANGUAGE / FRAMEWORK]

Purpose: [WHAT THIS CODE DOES]

Inputs: [WHAT IT RECEIVES]

Outputs: [WHAT IT RETURNS/PRODUCES]

Constraints: [PERFORMANCE, SECURITY, COMPATIBILITY REQUIREMENTS]

Existing codebase context: [RELEVANT PATTERNS OR CONVENTIONS]

Requirements:

1. Write production-ready code (not a prototype)
2. Include error handling and edge cases
3. Add clear comments for complex logic
4. Follow the language's style conventions
5. Include type annotations where applicable
6. Write unit tests for the main function
7. Note any dependencies or setup required
8. Security considerations for this type of code
9. Performance optimization notes
10. Documentation: JSDoc/docstring for public interfaces

Do NOT write "tutorial-quality" code. Write it as if it's going directly into a production codebase that other engineers will maintain.

PRO TIP: Always specify your language, framework version, and coding conventions — generic code often doesn't match your project's patterns.

RECOMMENDED TOOL: Claude — writes the most production-ready, well-documented code.

PROMPT #284: Code: Webhook Handler

WHEN TO USE: *Use when you need a webhook handler written quickly with best practices.

THE PROMPT:

You are a former Google L7 engineer now consulting on production-grade implementations. Build a webhook handler for the integration below with signature verification and idempotency.

Language/framework: [LANGUAGE / FRAMEWORK]

Purpose: [WHAT THIS CODE DOES]

Inputs: [WHAT IT RECEIVES]

Outputs: [WHAT IT RETURNS/PRODUCES]

Constraints: [PERFORMANCE, SECURITY, COMPATIBILITY REQUIREMENTS]

Existing codebase context: [RELEVANT PATTERNS OR CONVENTIONS]

Requirements:

1. Write production-ready code (not a prototype)
2. Include error handling and edge cases
3. Add clear comments for complex logic
4. Follow the language's style conventions
5. Include type annotations where applicable
6. Write unit tests for the main function
7. Note any dependencies or setup required
8. Security considerations for this type of code
9. Performance optimization notes
10. Documentation: JSDoc/docstring for public interfaces

Do NOT write "tutorial-quality" code. Write it as if it's going directly into a production codebase that other engineers will maintain.

PRO TIP: Always specify your language, framework version, and coding conventions — generic code often doesn't match your project's patterns.

RECOMMENDED TOOL: Claude — writes the most production-ready, well-documented code.

PROMPT #285: Code: CRON Job Scheduler

WHEN TO USE: *Use when you need a cron job scheduler written quickly with best practices.

THE PROMPT:

You are a Lead Engineer at a Y Combinator company shipping fast without sacrificing quality. Design a CRON job and scheduling configuration for

the recurring task below.

Language/framework: [LANGUAGE / FRAMEWORK]

Purpose: [WHAT THIS CODE DOES]

Inputs: [WHAT IT RECEIVES]

Outputs: [WHAT IT RETURNS/PRODUCES]

Constraints: [PERFORMANCE, SECURITY, COMPATIBILITY REQUIREMENTS]

Existing codebase context: [RELEVANT PATTERNS OR CONVENTIONS]

Requirements:

1. Write production-ready code (not a prototype)
2. Include error handling and edge cases
3. Add clear comments for complex logic
4. Follow the language's style conventions
5. Include type annotations where applicable
6. Write unit tests for the main function
7. Note any dependencies or setup required
8. Security considerations for this type of code
9. Performance optimization notes
10. Documentation: JSDoc/docstring for public interfaces

Do NOT write "tutorial-quality" code. Write it as if it's going directly into a production codebase that other engineers will maintain.

PRO TIP: Always specify your language, framework version, and coding conventions — generic code often doesn't match your project's patterns.

RECOMMENDED TOOL: Claude — writes the most production-ready, well-documented code.

PROMPT #286: Debug: Bug Finder

WHEN TO USE: *Use when you need a bug finder for existing code.

THE PROMPT:

You are a senior bug finder for a large engineering organization. Analyze the following code.

Code:

```
[PASTE YOUR CODE HERE]
```

Language: [LANGUAGE]

Context: [WHAT THIS CODE DOES IN THE LARGER SYSTEM]

Specific concern: [WHAT YOU WANT ANALYZED — bugs, performance, security, readability]

Analyze:

1. Issues found: Ranked by severity [CRITICAL / MAJOR / MINOR]
2. For each issue:
   - Location: Line number or function
   - Description: What's wrong
   - Impact: What could happen
   - Fix: Specific code change recommended
3. Overall assessment: Code quality score (1–10)
4. Architecture feedback: Structural improvements
5. Best practices: Where the code follows or deviates from standards

Provide the fixed code with all recommended changes applied.

Do NOT just identify problems — fix them. Show me the improved version.

PRO TIP: Paste the full function/file, not just the line you think has the bug — context reveals bugs that isolated code snippets can't.

RECOMMENDED TOOL: Claude — most thorough code analysis with contextual understanding.

PROMPT #287: Debug: Code Reviewer

WHEN TO USE: *Use when you need a code reviewer for existing code.

THE PROMPT:

You are a senior code reviewer for a large engineering organization. Analyze the following code.

Code:

```
[PASTE YOUR CODE HERE]
```

Language: [LANGUAGE]

Context: [WHAT THIS CODE DOES IN THE LARGER SYSTEM]

Specific concern: [WHAT YOU WANT ANALYZED — bugs, performance, security, readability]

Analyze:

1. Issues found: Ranked by severity [CRITICAL / MAJOR / MINOR]
2. For each issue:
   - Location: Line number or function
   - Description: What's wrong
   - Impact: What could happen
   - Fix: Specific code change recommended
3. Overall assessment: Code quality score (1–10)
4. Architecture feedback: Structural improvements
5. Best practices: Where the code follows or deviates from standards

Provide the fixed code with all recommended changes applied.

Do NOT just identify problems — fix them. Show me the improved version.

PRO TIP: Paste the full function/file, not just the line you think has the bug — context reveals bugs that isolated code snippets can't.

RECOMMENDED TOOL: Claude — most thorough code analysis with contextual understanding.

PROMPT #288: Debug: Performance Optimizer

WHEN TO USE: *Use when you need a performance optimizer for existing code.

THE PROMPT:

You are a senior performance optimizer for a large engineering organization. Analyze the following code.

Code:

```
[PASTE YOUR CODE HERE]
```

Language: [LANGUAGE]

Context: [WHAT THIS CODE DOES IN THE LARGER SYSTEM]

Specific concern: [WHAT YOU WANT ANALYZED — bugs, performance, security, readability]

Analyze:

1. Issues found: Ranked by severity [CRITICAL / MAJOR / MINOR]
2. For each issue:
   - Location: Line number or function
   - Description: What's wrong
   - Impact: What could happen
   - Fix: Specific code change recommended
3. Overall assessment: Code quality score (1–10)
4. Architecture feedback: Structural improvements
5. Best practices: Where the code follows or deviates from standards

Provide the fixed code with all recommended changes applied.

Do NOT just identify problems — fix them. Show me the improved version.

PRO TIP: Paste the full function/file, not just the line you think has the bug — context reveals bugs that isolated code snippets can't.

RECOMMENDED TOOL: Claude — most thorough code analysis with contextual understanding.

PROMPT #289: Debug: Security Auditor

WHEN TO USE: *Use when you need a security auditor for existing code.

THE PROMPT:

You are a senior security auditor for a large engineering organization. Analyze the following code.

Code:

```
[PASTE YOUR CODE HERE]
```

Language: [LANGUAGE]

Context: [WHAT THIS CODE DOES IN THE LARGER SYSTEM]

Specific concern: [WHAT YOU WANT ANALYZED — bugs, performance, security, readability]

Analyze:

1. Issues found: Ranked by severity [CRITICAL / MAJOR / MINOR]
2. For each issue:
   - Location: Line number or function
   - Description: What's wrong
   - Impact: What could happen
   - Fix: Specific code change recommended
3. Overall assessment: Code quality score (1–10)
4. Architecture feedback: Structural improvements
5. Best practices: Where the code follows or deviates from standards

Provide the fixed code with all recommended changes applied.

Do NOT just identify problems — fix them. Show me the improved version.

PRO TIP: Paste the full function/file, not just the line you think has the bug — context reveals bugs that isolated code snippets can't.

RECOMMENDED TOOL: Claude — most thorough code analysis with contextual understanding.

PROMPT #290: Debug: Refactoring Advisor

WHEN TO USE: *Use when you need a refactoring advisor for existing code.

THE PROMPT:

You are a senior refactoring advisor for a large engineering organization. Analyze the following code.

Code:

```
[PASTE YOUR CODE HERE]
```

Language: [LANGUAGE]

Context: [WHAT THIS CODE DOES IN THE LARGER SYSTEM]

Specific concern: [WHAT YOU WANT ANALYZED — bugs, performance, security, readability]

Analyze:

1. Issues found: Ranked by severity [CRITICAL / MAJOR / MINOR]
2. For each issue:
   - Location: Line number or function
   - Description: What's wrong
   - Impact: What could happen
   - Fix: Specific code change recommended
3. Overall assessment: Code quality score (1–10)
4. Architecture feedback: Structural improvements
5. Best practices: Where the code follows or deviates from standards

Provide the fixed code with all recommended changes applied.

Do NOT just identify problems — fix them. Show me the improved version.

PRO TIP: Paste the full function/file, not just the line you think has the bug — context reveals bugs that isolated code snippets can't.

RECOMMENDED TOOL: Claude — most thorough code analysis with contextual understanding.

PROMPT #291: Debug: Error Message Interpreter

WHEN TO USE: *Use when you need an error message interpreter for existing code.

THE PROMPT:

You are a senior error message interpreter for a large engineering organization. Analyze the following code.

Code:

```
[PASTE YOUR CODE HERE]
```

Language: [LANGUAGE]

Context: [WHAT THIS CODE DOES IN THE LARGER SYSTEM]

Specific concern: [WHAT YOU WANT ANALYZED — bugs, performance, security, readability]

Analyze:

1. Issues found: Ranked by severity [CRITICAL / MAJOR / MINOR]
2. For each issue:
   - Location: Line number or function
   - Description: What's wrong
   - Impact: What could happen
   - Fix: Specific code change recommended
3. Overall assessment: Code quality score (1–10)
4. Architecture feedback: Structural improvements
5. Best practices: Where the code follows or deviates from standards

Provide the fixed code with all recommended changes applied.

Do NOT just identify problems — fix them. Show me the improved version.

PRO TIP: Paste the full function/file, not just the line you think has the bug — context reveals bugs that isolated code snippets can't.

RECOMMENDED TOOL: Claude — most thorough code analysis with contextual understanding.

PROMPT #292: Debug: Dependency Analyzer

WHEN TO USE: *Use when you need a dependency analyzer for existing code.

THE PROMPT:

You are a senior dependency analyzer for a large engineering organization. Analyze the following code.

Code:

```
[PASTE YOUR CODE HERE]
```

Language: [LANGUAGE]

Context: [WHAT THIS CODE DOES IN THE LARGER SYSTEM]

Specific concern: [WHAT YOU WANT ANALYZED — bugs, performance, security, readability]

Analyze:

1. Issues found: Ranked by severity [CRITICAL / MAJOR / MINOR]
2. For each issue:
   - Location: Line number or function
   - Description: What's wrong
   - Impact: What could happen
   - Fix: Specific code change recommended
3. Overall assessment: Code quality score (1–10)
4. Architecture feedback: Structural improvements
5. Best practices: Where the code follows or deviates from standards

Provide the fixed code with all recommended changes applied.

Do NOT just identify problems — fix them. Show me the improved version.

PRO TIP: Paste the full function/file, not just the line you think has the bug — context reveals bugs that isolated code snippets can't.

RECOMMENDED TOOL: Claude — most thorough code analysis with contextual understanding.

PROMPT #293: Debug: Migration Planner

WHEN TO USE: *Use when you need a migration planner for existing code.

THE PROMPT:

You are a senior migration planner for a large engineering organization. Analyze the following code.

Code:

```
[PASTE YOUR CODE HERE]
```

Language: [LANGUAGE]

Context: [WHAT THIS CODE DOES IN THE LARGER SYSTEM]

Specific concern: [WHAT YOU WANT ANALYZED — bugs, performance, security, readability]

Analyze:

1. Issues found: Ranked by severity [CRITICAL / MAJOR / MINOR]
2. For each issue:
   - Location: Line number or function
   - Description: What's wrong
   - Impact: What could happen
   - Fix: Specific code change recommended
3. Overall assessment: Code quality score (1–10)
4. Architecture feedback: Structural improvements
5. Best practices: Where the code follows or deviates from standards

Provide the fixed code with all recommended changes applied.

Do NOT just identify problems — fix them. Show me the improved version.

PRO TIP: Paste the full function/file, not just the line you think has the bug — context reveals bugs that isolated code snippets can't.

RECOMMENDED TOOL: Claude — most thorough code analysis with contextual understanding.

PROMPT #294: Debug: Documentation Generator

WHEN TO USE: *Use when you need a documentation generator for existing code.

THE PROMPT:

You are a senior documentation generator for a large engineering organization. Analyze the following code.

Code:

```
[PASTE YOUR CODE HERE]
```

Language: [LANGUAGE]

Context: [WHAT THIS CODE DOES IN THE LARGER SYSTEM]

Specific concern: [WHAT YOU WANT ANALYZED — bugs, performance, security, readability]

Analyze:

1. Issues found: Ranked by severity [CRITICAL / MAJOR / MINOR]
2. For each issue:
   - Location: Line number or function
   - Description: What's wrong
   - Impact: What could happen
   - Fix: Specific code change recommended
3. Overall assessment: Code quality score (1–10)
4. Architecture feedback: Structural improvements
5. Best practices: Where the code follows or deviates from standards

Provide the fixed code with all recommended changes applied.

Do NOT just identify problems — fix them. Show me the improved version.

PRO TIP: Paste the full function/file, not just the line you think has the bug — context reveals bugs that isolated code snippets can't.

RECOMMENDED TOOL: Claude — most thorough code analysis with contextual understanding.

PROMPT #295: Debug: Architecture Reviewer

WHEN TO USE: *Use when you need an architecture reviewer for existing code.

THE PROMPT:

You are a senior architecture reviewer for a large engineering organization. Analyze the following code.

Code:

```
[PASTE YOUR CODE HERE]
```

Language: [LANGUAGE]

Context: [WHAT THIS CODE DOES IN THE LARGER SYSTEM]

Specific concern: [WHAT YOU WANT ANALYZED — bugs, performance, security, readability]

Analyze:

1. Issues found: Ranked by severity [CRITICAL / MAJOR / MINOR]
2. For each issue:
   - Location: Line number or function
   - Description: What's wrong
   - Impact: What could happen
   - Fix: Specific code change recommended
3. Overall assessment: Code quality score (1–10)
4. Architecture feedback: Structural improvements
5. Best practices: Where the code follows or deviates from standards

Provide the fixed code with all recommended changes applied.

Do NOT just identify problems — fix them. Show me the improved version.

PRO TIP: Paste the full function/file, not just the line you think has the bug — context reveals bugs that isolated code snippets can't.

RECOMMENDED TOOL: Claude — most thorough code analysis with contextual understanding.

PROMPT #296: No-Code: Make/Zapier Workflow

WHEN TO USE: *Use when building a make/action workflow without writing code.

THE PROMPT:

You are a Make.com certified expert who has built 1,000+ business automations. Design a Make or Zapier workflow that automates the process below end-to-end.

Goal: [WHAT THE AUTOMATION/SYSTEM SHOULD DO]

Tools available: [PLATFORMS AND PLANS]

Data involved: [TYPES OF DATA AND VOLUME]

Trigger: [WHAT STARTS THE PROCESS]

Output: [DESIRED END RESULT]

Design:

1. Architecture: Visual description of how components connect
2. Step-by-step setup: Exact instructions for each component
3. Configuration: Specific settings, formulas, or logic rules
4. Testing plan: How to verify it works correctly
5. Error handling: What happens when something fails
6. Monitoring: How to know it's running correctly
7. Maintenance: What to check periodically
8. Scaling: Limitations and when to upgrade

Provide instructions specific to the platform, including menu paths and field names where possible.

PRO TIP: Build the simplest version first and test it before adding complexity — no-code automations break in subtle ways that are hard to debug.

RECOMMENDED TOOL: ChatGPT — good at generating step-by-step platform instructions.

PROMPT #297: No-Code: Notion Database Structure

WHEN TO USE: *Use when building a notion database structure without writing code.

THE PROMPT:

You are a Zapier Top Partner who has saved clients $10M in operational costs through automation. Design a Notion database structure for the use

case below, including properties, views, and relations.

Goal: [WHAT THE AUTOMATION/SYSTEM SHOULD DO]

Tools available: [PLATFORMS AND PLANS]

Data involved: [TYPES OF DATA AND VOLUME]

Trigger: [WHAT STARTS THE PROCESS]

Output: [DESIRED END RESULT]

Design:

1. Architecture: Visual description of how components connect
2. Step-by-step setup: Exact instructions for each component
3. Configuration: Specific settings, formulas, or logic rules
4. Testing plan: How to verify it works correctly
5. Error handling: What happens when something fails
6. Monitoring: How to know it's running correctly
7. Maintenance: What to check periodically
8. Scaling: Limitations and when to upgrade

Provide instructions specific to the platform, including menu paths and field names where possible.

PRO TIP: Build the simplest version first and test it before adding complexity — no-code automations break in subtle ways that are hard to debug.

RECOMMENDED TOOL: ChatGPT — good at generating step-by-step platform instructions.

PROMPT #298: No-Code: Airtable Formula Writer

WHEN TO USE: *Use when building an Airtable formula writer without writing code.

THE PROMPT:

You are a Notion consultant building bespoke workspace systems for venture-backed startups. Write the Airtable formula needed for the use case below, with logic explained line by line.

Goal: [WHAT THE AUTOMATION/SYSTEM SHOULD DO]

Tools available: [PLATFORMS AND PLANS]

Data involved: [TYPES OF DATA AND VOLUME]

Trigger: [WHAT STARTS THE PROCESS]

Output: [DESIRED END RESULT]

Design:

1. Architecture: Visual description of how components connect
2. Step-by-step setup: Exact instructions for each component
3. Configuration: Specific settings, formulas, or logic rules
4. Testing plan: How to verify it works correctly
5. Error handling: What happens when something fails
6. Monitoring: How to know it's running correctly
7. Maintenance: What to check periodically
8. Scaling: Limitations and when to upgrade

Provide instructions specific to the platform, including menu paths and field names where possible.

PRO TIP: Build the simplest version first and test it before adding complexity — no-code automations break in subtle ways that are hard to debug.

RECOMMENDED TOOL: ChatGPT — good at generating step-by-step platform instructions.

PROMPT #299: No-Code: Google Sheets Automation

WHEN TO USE: *Use when building a google sheets automation without writing code.

THE PROMPT:

You are an Airtable solution architect designing data systems for ops teams. Design a Google Sheets automation for the use case below using formulas, scripts, or Apps Script as needed.

Goal: [WHAT THE AUTOMATION/SYSTEM SHOULD DO]

Tools available: [PLATFORMS AND PLANS]

Data involved: [TYPES OF DATA AND VOLUME]

Trigger: [WHAT STARTS THE PROCESS]

Output: [DESIRED END RESULT]

Design:

1. Architecture: Visual description of how components connect
2. Step-by-step setup: Exact instructions for each component
3. Configuration: Specific settings, formulas, or logic rules
4. Testing plan: How to verify it works correctly
5. Error handling: What happens when something fails
6. Monitoring: How to know it's running correctly
7. Maintenance: What to check periodically
8. Scaling: Limitations and when to upgrade

Provide instructions specific to the platform, including menu paths and field names where possible.

PRO TIP: Build the simplest version first and test it before adding complexity — no-code automations break in subtle ways that are hard to debug.

RECOMMENDED TOOL: ChatGPT — good at generating step-by-step platform instructions.

PROMPT #300: No-Code: Chatbot Conversation Flow

WHEN TO USE: *Use when building a chatbot conversation flow without writing code.

THE PROMPT:

You are a no-code agency founder who has shipped automation for 200+ companies. Design a chatbot conversation flow for the use case below with branching logic and fallback paths.

Goal: [WHAT THE AUTOMATION/SYSTEM SHOULD DO]

Tools available: [PLATFORMS AND PLANS]

Data involved: [TYPES OF DATA AND VOLUME]

Trigger: [WHAT STARTS THE PROCESS]

Output: [DESIRED END RESULT]

Design:

1. Architecture: Visual description of how components connect
2. Step-by-step setup: Exact instructions for each component

3. Configuration: Specific settings, formulas, or logic rules

4. Testing plan: How to verify it works correctly

5. Error handling: What happens when something fails

6. Monitoring: How to know it’s running correctly

7. Maintenance: What to check periodically

8. Scaling: Limitations and when to upgrade

Provide instructions specific to the platform, including menu paths and field names where possible.

PRO TIP: Build the simplest version first and test it before adding complexity — no-code automations break in subtle ways that are hard to debug.

RECOMMENDED TOOL: ChatGPT — good at generating step-by-step platform instructions.

PROMPT #301: No-Code: Email Automation Sequence

WHEN TO USE: *Use when building an email automation sequence without writing code.

THE PROMPT:

You are an automation strategist who teaches no-code workflows to enterprise teams. Design an email automation sequence for the use case below with triggers, conditions, and exit criteria.

Goal: [WHAT THE AUTOMATION/SYSTEM SHOULD DO]

Tools available: [PLATFORMS AND PLANS]

Data involved: [TYPES OF DATA AND VOLUME]

Trigger: [WHAT STARTS THE PROCESS]

Output: [DESIRED END RESULT]

Design:

1. Architecture: Visual description of how components connect

2. Step-by-step setup: Exact instructions for each component

3. Configuration: Specific settings, formulas, or logic rules

4. Testing plan: How to verify it works correctly

5. Error handling: What happens when something fails

6. Monitoring: How to know it’s running correctly

7. Maintenance: What to check periodically

8. Scaling: Limitations and when to upgrade

Provide instructions specific to the platform, including menu paths and field names where possible.

PRO TIP: Build the simplest version first and test it before adding complexity — no-code automations break in subtle ways that are hard to debug.

RECOMMENDED TOOL: ChatGPT — good at generating step-by-step platform instructions.

PROMPT #302: No-Code: Form Logic Designer

WHEN TO USE: *Use when building a form logic designer without writing code.

THE PROMPT:

You are a workflow designer who specializes in glueing SaaS tools into seamless systems. Design the form logic for the use case below with conditional fields, validations, and routing.

Goal: [WHAT THE AUTOMATION/SYSTEM SHOULD DO]

Tools available: [PLATFORMS AND PLANS]

Data involved: [TYPES OF DATA AND VOLUME]

Trigger: [WHAT STARTS THE PROCESS]

Output: [DESIRED END RESULT]

Design:

1. Architecture: Visual description of how components connect

2. Step-by-step setup: Exact instructions for each component

3. Configuration: Specific settings, formulas, or logic rules

4. Testing plan: How to verify it works correctly

5. Error handling: What happens when something fails

6. Monitoring: How to know it’s running correctly

7. Maintenance: What to check periodically

8. Scaling: Limitations and when to upgrade

Provide instructions specific to the platform, including menu paths and field names where possible.

PRO TIP: Build the simplest version first and test it before adding complexity — no-code automations break in subtle ways that are hard to debug.

RECOMMENDED TOOL: ChatGPT — good at generating step-by-step platform instructions.

PROMPT #303: No-Code: Dashboard Layout Planner

WHEN TO USE: *Use when building a dashboard layout planner without writing code.

THE PROMPT:

You are a Bardeen.ai power user automating complex multi-step browser workflows. Plan a dashboard layout for the use case below that surfaces the right metrics at the right hierarchy.

Goal: [WHAT THE AUTOMATION/SYSTEM SHOULD DO]

Tools available: [PLATFORMS AND PLANS]

Data involved: [TYPES OF DATA AND VOLUME]

Trigger: [WHAT STARTS THE PROCESS]

Output: [DESIRED END RESULT]

Design:

1. Architecture: Visual description of how components connect
2. Step-by-step setup: Exact instructions for each component
3. Configuration: Specific settings, formulas, or logic rules
4. Testing plan: How to verify it works correctly
5. Error handling: What happens when something fails
6. Monitoring: How to know it’s running correctly
7. Maintenance: What to check periodically
8. Scaling: Limitations and when to upgrade

Provide instructions specific to the platform, including menu paths and field names where possible.

PRO TIP: Build the simplest version first and test it before adding complexity — no-code automations break in subtle ways that are hard to debug.

RECOMMENDED TOOL: ChatGPT — good at generating step-by-step platform instructions.

PROMPT #304: No-Code: Integration Mapping

WHEN TO USE: *Use when building an integration mapping without writing code.

THE PROMPT:

You are a Coda doc maker building production-grade dashboards and operational hubs. Design a multi-tool integration for the use case below, specifying data flow between each platform.

Goal: [WHAT THE AUTOMATION/SYSTEM SHOULD DO]

Tools available: [PLATFORMS AND PLANS]

Data involved: [TYPES OF DATA AND VOLUME]

Trigger: [WHAT STARTS THE PROCESS]

Output: [DESIRED END RESULT]

Design:

1. Architecture: Visual description of how components connect
2. Step-by-step setup: Exact instructions for each component
3. Configuration: Specific settings, formulas, or logic rules
4. Testing plan: How to verify it works correctly
5. Error handling: What happens when something fails
6. Monitoring: How to know it’s running correctly
7. Maintenance: What to check periodically
8. Scaling: Limitations and when to upgrade

Provide instructions specific to the platform, including menu paths and field names where possible.

PRO TIP: Build the simplest version first and test it before adding complexity — no-code automations break in subtle ways that are hard to debug.

RECOMMENDED TOOL: ChatGPT — good at generating step-by-step platform instructions.

PROMPT #305: No-Code: API Connector Configuration

WHEN TO USE: *Use when building an API connector configuration without writing code.

THE PROMPT:

You are a no-code founder who runs a $1M ARR business entirely on Airtable, Make, and Softr. Design an API connection setup for the use case below with auth, endpoints, and rate-limit handling.

Goal: [WHAT THE AUTOMATION/SYSTEM SHOULD DO]

Tools available: [PLATFORMS AND PLANS]

Data involved: [TYPES OF DATA AND VOLUME]

Trigger: [WHAT STARTS THE PROCESS]

Output: [DESIRED END RESULT]

Design:

1. Architecture: Visual description of how components connect
2. Step-by-step setup: Exact instructions for each component
3. Configuration: Specific settings, formulas, or logic rules
4. Testing plan: How to verify it works correctly
5. Error handling: What happens when something fails
6. Monitoring: How to know it’s running correctly
7. Maintenance: What to check periodically
8. Scaling: Limitations and when to upgrade

Provide instructions specific to the platform, including menu paths and field names where possible.

PRO TIP: Build the simplest version first and test it before adding complexity — no-code automations break in subtle ways that are hard to debug.

RECOMMENDED TOOL: ChatGPT — good at generating step-by-step platform instructions.

PROMPT #306: DevOps: Deployment Checklist

WHEN TO USE: *Use when you need a deployment checklist for your infrastructure.

THE PROMPT:

You are a Senior Site Reliability Engineer at a hyperscale cloud provider. Produce a deployment checklist for the system below that prevents the most common production failures.

Stack: [TECH STACK AND CLOUD PROVIDER]

Scale: [CURRENT AND EXPECTED TRAFFIC/USERS]

Critical requirements: [UPTIME SLA, COMPLIANCE, PERFORMANCE TARGETS]

Budget context: [STARTUP / GROWTH / ENTERPRISE]

Deliver:

1. Current state assessment (if applicable)
2. Recommended approach with justification
3. Step-by-step implementation guide
4. Configuration files or scripts (where applicable)
5. Testing and validation steps
6. Monitoring and alerting setup
7. Documentation for the team
8. Cost estimate
9. Maintenance schedule
10. Rollback plan if something goes wrong

Be specific to the cloud provider and tools mentioned. Generic advice wastes time.

PRO TIP: Automate everything you do twice — if you manually deploy once, write the script. The second time it happens, you'll have a reliable, repeatable process.

RECOMMENDED TOOL: Claude — creates detailed, provider-specific DevOps documentation.

PROMPT #307: DevOps: Server Configuration Guide

WHEN TO USE: *Use when you need a server configuration guide for your infrastructure.

THE PROMPT:

You are a Platform Engineering lead with deep AWS, GCP, and Azure expertise. Produce a server configuration guide for the workload below with security hardening included.

Stack: [TECH STACK AND CLOUD PROVIDER]

Scale: [CURRENT AND EXPECTED TRAFFIC/USERS]

Critical requirements: [UPTIME SLA, COMPLIANCE, PERFORMANCE TARGETS]

Budget context: [STARTUP / GROWTH / ENTERPRISE]

Deliver:

1. Current state assessment (if applicable)
2. Recommended approach with justification
3. Step-by-step implementation guide
4. Configuration files or scripts (where applicable)
5. Testing and validation steps
6. Monitoring and alerting setup
7. Documentation for the team
8. Cost estimate
9. Maintenance schedule
10. Rollback plan if something goes wrong

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RECOMMENDED TOOL: Claude — creates detailed, provider-specific DevOps documentation.

PROMPT #308: DevOps: CI/CD Pipeline Design

WHEN TO USE: *Use when you need a ci/cd pipeline design for your infrastructure.

THE PROMPT:

You are a DevOps consultant who has migrated 50+ companies to modern Kubernetes infrastructure. Design a CI/CD pipeline for the project below that balances speed with safety.

Stack: [TECH STACK AND CLOUD PROVIDER]

Scale: [CURRENT AND EXPECTED TRAFFIC/USERS]

Critical requirements: [UPTIME SLA, COMPLIANCE, PERFORMANCE TARGETS]

Budget context: [STARTUP / GROWTH / ENTERPRISE]

Deliver:

1. Current state assessment (if applicable)
2. Recommended approach with justification
3. Step-by-step implementation guide
4. Configuration files or scripts (where applicable)
5. Testing and validation steps
6. Monitoring and alerting setup
7. Documentation for the team
8. Cost estimate
9. Maintenance schedule
10. Rollback plan if something goes wrong

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RECOMMENDED TOOL: Claude — creates detailed, provider-specific DevOps documentation.

PROMPT #309: DevOps: Monitoring Setup

WHEN TO USE: *Use when you need a monitoring setup for your infrastructure.

THE PROMPT:

You are a Cloud Architect designing infrastructure for SOC 2 and HIPAA-compliant workloads. Set up monitoring and alerting for the system below that surfaces real problems and ignores noise.

Stack: [TECH STACK AND CLOUD PROVIDER]

Scale: [CURRENT AND EXPECTED TRAFFIC/USERS]

Critical requirements: [UPTIME SLA, COMPLIANCE, PERFORMANCE TARGETS]

Budget context: [STARTUP / GROWTH / ENTERPRISE]

Deliver:

1. Current state assessment (if applicable)
2. Recommended approach with justification
3. Step-by-step implementation guide
4. Configuration files or scripts (where applicable)
5. Testing and validation steps
6. Monitoring and alerting setup
7. Documentation for the team
8. Cost estimate
9. Maintenance schedule
10. Rollback plan if something goes wrong

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RECOMMENDED TOOL: Claude — creates detailed, provider-specific DevOps documentation.

PROMPT #310: DevOps: Backup Strategy

WHEN TO USE: *Use when you need a backup strategy for your infrastructure.

THE PROMPT:

You are an Infrastructure Lead managing CI/CD for engineering teams of 200+ developers. Design a backup strategy for the system below with retention, recovery, and testing protocols.

Stack: [TECH STACK AND CLOUD PROVIDER]

Scale: [CURRENT AND EXPECTED TRAFFIC/USERS]

Critical requirements: [UPTIME SLA, COMPLIANCE, PERFORMANCE TARGETS]

Budget context: [STARTUP / GROWTH / ENTERPRISE]

Deliver:

1. Current state assessment (if applicable)
2. Recommended approach with justification
3. Step-by-step implementation guide
4. Configuration files or scripts (where applicable)
5. Testing and validation steps
6. Monitoring and alerting setup
7. Documentation for the team
8. Cost estimate
9. Maintenance schedule
10. Rollback plan if something goes wrong

Be specific to the cloud provider and tools mentioned. Generic advice wastes time.

PRO TIP: Automate everything you do twice — if you manually deploy once, write the script. The second time it happens, you'll have a reliable, repeatable process.

RECOMMENDED TOOL: Claude — creates detailed, provider-specific DevOps documentation.

PROMPT #311: DevOps: Scaling Plan

WHEN TO USE: *Use when you need a scaling plan for your infrastructure.

THE PROMPT:

You are a Security Engineer specializing in DevSecOps and shift-left practices. Build a scaling plan for the system below with triggers, capacity targets, and cost projections.

Stack: [TECH STACK AND CLOUD PROVIDER]

Scale: [CURRENT AND EXPECTED TRAFFIC/USERS]

Critical requirements: [UPTIME SLA, COMPLIANCE, PERFORMANCE TARGETS]

Budget context: [STARTUP / GROWTH / ENTERPRISE]

Deliver:

1. Current state assessment (if applicable)
2. Recommended approach with justification
3. Step-by-step implementation guide
4. Configuration files or scripts (where applicable)
5. Testing and validation steps
6. Monitoring and alerting setup
7. Documentation for the team
8. Cost estimate
9. Maintenance schedule
10. Rollback plan if something goes wrong

Be specific to the cloud provider and tools mentioned. Generic advice wastes time.

PRO TIP: Automate everything you do twice — if you manually deploy once, write the script. The second time it happens, you'll have a reliable, repeatable process.

RECOMMENDED TOOL: Claude — creates detailed, provider-specific DevOps documentation.

PROMPT #312: DevOps: Cost Optimization Audit

WHEN TO USE: *Use when you need a cost optimization audit for your infrastructure.

THE PROMPT:

You are a Principal SRE who has authored Google's SRE handbook contributions. Conduct a cost optimization audit for the cloud infrastructure below with prioritized savings recommendations.

Stack: [TECH STACK AND CLOUD PROVIDER]

Scale: [CURRENT AND EXPECTED TRAFFIC/USERS]

Critical requirements: [UPTIME SLA, COMPLIANCE, PERFORMANCE TARGETS]

Budget context: [STARTUP / GROWTH / ENTERPRISE]

Deliver:

1. Current state assessment (if applicable)
2. Recommended approach with justification
3. Step-by-step implementation guide
4. Configuration files or scripts (where applicable)
5. Testing and validation steps
6. Monitoring and alerting setup
7. Documentation for the team
8. Cost estimate
9. Maintenance schedule
10. Rollback plan if something goes wrong

Be specific to the cloud provider and tools mentioned. Generic advice wastes time.

PRO TIP: Automate everything you do twice — if you manually deploy once, write the script. The second time it happens, you'll have a reliable, repeatable process.

RECOMMENDED TOOL: Claude — creates detailed, provider-specific DevOps documentation.

PROMPT #313: DevOps: Security Hardening Guide

WHEN TO USE: *Use when you need a security hardening guide for your infrastructure.

THE PROMPT:

You are a Kubernetes Certified Administrator running production clusters at scale. Produce a security hardening guide for the system below that maps to industry-standard controls.

Stack: [TECH STACK AND CLOUD PROVIDER]

Scale: [CURRENT AND EXPECTED TRAFFIC/USERS]

Critical requirements: [UPTIME SLA, COMPLIANCE, PERFORMANCE TARGETS]

Budget context: [STARTUP / GROWTH / ENTERPRISE]

Deliver:

1. Current state assessment (if applicable)
2. Recommended approach with justification
3. Step-by-step implementation guide
4. Configuration files or scripts (where applicable)
5. Testing and validation steps
6. Monitoring and alerting setup
7. Documentation for the team
8. Cost estimate
9. Maintenance schedule
10. Rollback plan if something goes wrong

Be specific to the cloud provider and tools mentioned. Generic advice wastes time.

PRO TIP: Automate everything you do twice — if you manually deploy once, write the script. The second time it happens, you'll have a reliable, repeatable process.

RECOMMENDED TOOL: Claude — creates detailed, provider-specific DevOps documentation.

PROMPT #314: DevOps: Disaster Recovery Plan

WHEN TO USE: *Use when you need a disaster recovery plan for your infrastructure.

THE PROMPT:

You are a Terraform expert who has codified infrastructure for Fortune 500 enterprises. Produce a disaster recovery plan for the system below with RTO, RPO, and tested recovery procedures.

Stack: [TECH STACK AND CLOUD PROVIDER]

Scale: [CURRENT AND EXPECTED TRAFFIC/USERS]

Critical requirements: [UPTIME SLA, COMPLIANCE, PERFORMANCE TARGETS]

Budget context: [STARTUP / GROWTH / ENTERPRISE]

Deliver:

1. Current state assessment (if applicable)
2. Recommended approach with justification
3. Step-by-step implementation guide
4. Configuration files or scripts (where applicable)
5. Testing and validation steps
6. Monitoring and alerting setup
7. Documentation for the team
8. Cost estimate
9. Maintenance schedule
10. Rollback plan if something goes wrong

Be specific to the cloud provider and tools mentioned. Generic advice wastes time.

PRO TIP: Automate everything you do twice — if you manually deploy once, write the script. The second time it happens, you'll have a reliable, repeatable process.

RECOMMENDED TOOL: Claude — creates detailed, provider-specific DevOps documentation.

PROMPT #315: DevOps: Performance Benchmark

WHEN TO USE: *Use when you need a performance benchmark for your infrastructure.

THE PROMPT:

You are a former AWS Solutions Architect now consulting on cloud-native deployments. Build a performance benchmark for the system below with realistic workloads and clear pass/fail criteria.

Stack: [TECH STACK AND CLOUD PROVIDER]

Scale: [CURRENT AND EXPECTED TRAFFIC/USERS]

Critical requirements: [UPTIME SLA, COMPLIANCE, PERFORMANCE TARGETS]

Budget context: [STARTUP / GROWTH / ENTERPRISE]

Deliver:

1. Current state assessment (if applicable)
2. Recommended approach with justification
3. Step-by-step implementation guide
4. Configuration files or scripts (where applicable)
5. Testing and validation steps
6. Monitoring and alerting setup
7. Documentation for the team
8. Cost estimate
9. Maintenance schedule
10. Rollback plan if something goes wrong

Be specific to the cloud provider and tools mentioned. Generic advice wastes time.

PRO TIP: Automate everything you do twice — if you manually deploy once, write the script. The second time it happens, you'll have a reliable, repeatable process.

RECOMMENDED TOOL: Claude — creates detailed, provider-specific DevOps documentation.

Additional Technical Prompts

PROMPT #316: API Documentation Writer

WHEN TO USE: *Use when you need clear, developer-friendly API documentation.

THE PROMPT:

You are a technical writer specializing in API documentation. Write documentation for [API NAME/ENDPOINT].

API details:

- Base URL: [URL]
- Authentication: [API KEY / OAUTH / BEARER TOKEN]
- Endpoints to document: [LIST]
- Response format: [JSON / XML]

For each endpoint:

1. Method and path: GET /api/v1/users
2. Description: What this endpoint does (1-2 sentences)
3. Authentication required: Yes/No and method
4. Request parameters: Name, type, required/optional, description
5. Request body (if POST/PUT): JSON schema with example
6. Response: Success response with full JSON example
7. Error responses: Common error codes with descriptions
8. Rate limiting: Requests per minute/hour
9. Code examples: cURL, Python, JavaScript
10. Notes: Edge cases, pagination, filtering

Write for developers who want to integrate quickly. Lead with working code examples, not theory.

PRO TIP: Include a ‘Quick Start’ section that gets developers from zero to first API call in under 5 minutes — if it takes longer, you’ll lose them.

RECOMMENDED TOOL: Claude — writes the most thorough, developer-friendly API docs.

PROMPT #317: Database Schema Designer

WHEN TO USE: *Use when you need to design a database schema for a new application or feature.

THE PROMPT:

You are a database architect. Design a database schema for [APPLICATION/FEATURE].

Application: [DESCRIPTION]

Expected scale: [USERS / RECORDS / QUERIES PER SECOND]

Database type: [POSTGRESQL / MYSQL / MONGODB / DYNAMODB]

Key requirements: [PERFORMANCE / FLEXIBILITY / SIMPLICITY]

Design:

1. Entity list: All tables/collections with descriptions
2. Schema: For each entity — columns, data types, constraints, defaults
3. Relationships: Foreign keys, join tables, references
4. Indexes: Which columns to index and why
5. Migrations: SQL or migration file for creating the schema
6. Sample queries: 5 common queries the application will need
7. Performance considerations: Query optimization, denormalization decisions
8. Scaling strategy: How the schema handles growth
9. Seed data: Sample data for development
10. Documentation: ER diagram description

Optimize for the most common read/write patterns of the application.

PRO TIP: Design for your most common query patterns, not for theoretical purity — a denormalized field that saves a JOIN on every page load is worth the trade-off.

RECOMMENDED TOOL: Claude — designs well-normalized, performance-aware schemas.

PROMPT #318: Git Workflow & Branching Strategy

WHEN TO USE: *Use when you need to set up a Git branching strategy for a development team.

THE PROMPT:

You are a DevOps engineer. Design a Git workflow and branching strategy for [TEAM/PROJECT].

Team size: [NUMBER OF DEVELOPERS]

Release cadence: [CONTINUOUS / WEEKLY / BIWEEKLY / MONTHLY]

Environments: [DEV / STAGING / PRODUCTION — list all]

Current workflow: [DESCRIBE CURRENT APPROACH]

Pain points: [WHAT'S NOT WORKING]

Design:

1. Branching model: [GITFLOW / TRUNK-BASED / GITHUB FLOW / CUSTOM]

2. Branch naming convention: Pattern with examples

3. Branch lifecycle: Creation → development → review → merge → delete

4. Merge strategy: Merge commit vs. squash vs. rebase — when to use each

5. Code review process: Required approvals, review checklist

6. CI/CD integration: What triggers on which branch events

7. Release process: How code moves from development to production

8. Hotfix procedure: Emergency fix workflow

9. Protection rules: Which branches are protected and how

10. Documentation: README template for the workflow

Provide specific git commands for each common workflow scenario.

PRO TIP: The best branching strategy is the simplest one your team will actually follow — complexity in Git workflow creates merge conflicts and deployment anxiety.

RECOMMENDED TOOL: Claude — designs practical, team-appropriate Git workflows.

PROMPT #319: Error Handling & Logging Strategy

WHEN TO USE: *Use when you need a comprehensive error handling approach for an application.

THE PROMPT:

You are a reliability engineer. Design an error handling and logging strategy for [APPLICATION].

Application type: [WEB APP / API / MOBILE / MICROSERVICES]

Language/framework: [TECH STACK]

Current issues: [WHAT'S BROKEN OR MISSING]

Scale: [REQUESTS PER DAY]

Design:

1. Error classification: Categories (validation, authentication, system, external)

2. Error handling patterns: Try-catch strategy, error boundaries, fallbacks

3. Error response format: Standard error response structure (JSON)

4. HTTP status codes: Which codes for which situations

5. Logging levels: DEBUG, INFO, WARN, ERROR, FATAL — when to use each

6. Log format: Structured logging template with required fields

7. Monitoring: What to alert on, thresholds, escalation

8. Error tracking: Tool recommendations and configuration

9. User-facing messages: Friendly error messages vs. technical details

10. Recovery patterns: Retry logic, circuit breakers, graceful degradation

Provide code examples for the most common error handling scenarios in your stack.

PRO TIP: Log what you need to debug at 3 AM — timestamp, request ID, user ID, input data, and full stack trace. You'll thank yourself during your next incident.

RECOMMENDED TOOL: Claude — designs comprehensive, production-ready error strategies.

PROMPT #320: Technical Debt Assessment

WHEN TO USE: *Use when you need to evaluate and prioritize technical debt in a codebase.

THE PROMPT:

You are a software engineering consultant. Assess technical debt in [PROJECT/CODEBASE].

Codebase: [LANGUAGE, SIZE, AGE]

Team: [SIZE AND EXPERIENCE]

Known issues: [WHAT'S CAUSING PAIN]

Business context: [GROWTH PLANS, HIRING, PRODUCT ROADMAP]

Assessment framework:

1. Code quality: Duplication, complexity, readability, test coverage
2. Architecture: Coupling, cohesion, scalability, maintainability
3. Dependencies: Outdated packages, security vulnerabilities, licensing
4. Infrastructure: Deployment process, monitoring, reliability
5. Documentation: Code docs, architecture docs, runbooks
6. Testing: Unit, integration, E2E coverage and quality
7. Security: Known vulnerabilities, authentication, data handling
8. Performance: Bottlenecks, memory leaks, slow queries

For each debt item:

- Description and location
- Severity: CRITICAL / HIGH / MEDIUM / LOW
- Impact: What happens if not addressed
- Effort to fix: T-shirt size (S/M/L/XL)
- Recommended approach
- Dependencies: What else needs to change

Prioritize: Matrix of effort vs. impact with recommended order of operations.

PRO TIP: Address technical debt in every sprint, not as a separate 'debt sprint' — allocate 20% of each sprint to paying down debt alongside new features.

RECOMMENDED TOOL: Claude — creates the most thorough, actionable technical debt assessments.

Chapter 8: Communication & Relationships

The hardest conversations in your career are not the ones where you don't know what to say — they're the ones where you know exactly what you mean but cannot find the right way to say it. The prompts in this chapter help you find the words for difficult feedback, conflict resolution, negotiation, performance reviews, apologies, persuasion, and the dozens of other communication moments where stakes are high and revisions are not allowed. Use them as drafting partners. The final words should always be yours — but a thoughtful first draft can be the difference between a relationship preserved and one damaged.

Professional, Personal, Public Speaking & Negotiation

PROMPT #321: Difficult Conversation Preparation

WHEN TO USE: *Use when you need to have a tough conversation at work and want to handle it well.

THE PROMPT:

You are an executive communication coach. Help me prepare for a difficult conversation with [PERSON — their role and my relationship to them].

The situation: [WHAT NEEDS TO BE ADDRESSED]

Why it's difficult: [WHAT MAKES THIS CONVERSATION UNCOMFORTABLE]

My goal: [THE OUTCOME I WANT]

Their likely perspective: [HOW THEY PROBABLY SEE THIS]

What's at stake: [CONSEQUENCES OF HAVING IT POORLY OR NOT AT ALL]

Prepare:

1. Mindset: Reframe from confrontation to problem-solving

2. Opening line: The first sentence out of my mouth (warm, direct, non-threatening)

3. The message: My core point stated in 2–3 clear sentences using "I" language

4. Evidence: Specific examples to reference (facts, not interpretations)

5. Listening plan: 3 questions to understand their perspective

6. Emotional preparation:

- If they get defensive: [RESPONSE]
- If they get emotional: [RESPONSE]
- If they deny it: [RESPONSE]
- If they counterattack: [RESPONSE]

7. Common ground: Where we agree (anchor the conversation here)

8. Resolution: Specific next steps to propose

9. Closing: How to end on a collaborative note

10. Follow-up: What to do in the 24 hours after the conversation

Script the first 2 minutes of the conversation word-for-word so I can rehearse.

PRO TIP: Have the conversation in the morning when both parties have more emotional bandwidth — difficult conversations after 4 PM go worse 70% of the time.

RECOMMENDED TOOL: Claude — creates the most emotionally intelligent conversation frameworks.

PROMPT #322: Salary Negotiation Script

WHEN TO USE: *Use when negotiating your compensation — new job offer, raise request, or promotion.

THE PROMPT:

You are a salary negotiation coach who has helped 500+ professionals increase their compensation. Prepare me for a salary negotiation.

Situation: [NEW JOB OFFER / ASKING FOR A RAISE / PROMOTION NEGOTIATION]

Current compensation: [BASE + BONUS + EQUITY + BENEFITS]

Their offer (if applicable): [WHAT THEY OFFERED]

My target: [WHAT I WANT]

Market data: [SALARY RANGE FOR THIS ROLE IN MY MARKET]

My leverage: [WHY I'M VALUABLE — results, skills, alternatives]

Their constraints: [BUDGET CYCLE, COMPANY SIZE, INDUSTRY NORMS]

Negotiation script:

1. If I received an offer: "Thank you, I'm excited about this opportunity. I've done market research and based on my experience with [SPECIFIC VALUE], I'd like to discuss [TARGET]."

2. If asking for a raise: "I'd like to discuss my compensation. Over the past [PERIOD], I've [ACHIEVEMENT 1, 2, 3]. Based on market data, my current comp is below range."

3. Response to "We can't do that": 3 alternative approaches (signing bonus, accelerated review, equity, title, PTO, remote flexibility)

4. Response to "Let me check with HR": How to maintain momentum

5. Response to "This is our final offer": How to test if it really is

6. The silence technique: When to stop talking and wait

7. Closing: How to lock in the agreement

8. If I don't get what I want: Graceful acceptance with documented review date

Never negotiation rules:

- Never say your current salary first
- Never give a range (they'll take the bottom)
- Never accept immediately — always take 24 hours
- Never threaten to leave unless you mean it

PRO TIP: Practice saying your target number out loud 20 times before the conversation — the first time you say a big number should NOT be in front of your boss.

RECOMMENDED TOOL: Claude — creates specific, confidence-building negotiation scripts.

PROMPT #323: Meeting Facilitation Guide

WHEN TO USE: *Use when you‘re running a meeting and want it to be productive, not painful.

THE PROMPT:

You are a meeting facilitation expert. Help me design and run a [MEETING TYPE] meeting.

Meeting purpose: [DECISION / BRAINSTORM / STATUS UPDATE / PROBLEM-SOLVING / PLANNING]

Attendees: [NUMBER AND ROLES]

Duration: [MINUTES]

Format: [IN-PERSON / VIRTUAL / HYBRID]

Desired outcome: [WHAT SHOULD BE DECIDED OR PRODUCED BY THE END]

Facilitation plan:

1. Pre-meeting:
   - Agenda with time allocations (send 24 hours ahead)
   - Pre-read materials (what to review before attending)
   - The one question the meeting must answer
2. Opening (3 min):
   - State the purpose and desired outcome
   - Ground rules (one speaker, phones away, etc.)
   - Role assignments (timekeeper, note-taker)
3. Core discussion:
   - Facilitation technique for each agenda item (round-robin, silent brainstorm, dot voting, etc.)
   - Time management: What to say when discussion runs long

- Participation management: Draw out quiet people, redirect dominant ones

4. Decision-making:

- Method: [CONSENSUS / MAJORITY / LEADER DECIDES AFTER INPUT]
- How to handle disagreement
- How to test for false consensus

5. Closing (5 min):

- Decisions recap
- Action items with owners and deadlines
- Next meeting date and purpose

6. Follow-up email template: Send within 2 hours

PRO TIP: Start every meeting by stating what decision will be made by the end — if you can't state the decision, you don't need the meeting.

RECOMMENDED TOOL: Claude — creates structured, outcome-focused meeting designs.

PROMPT #324: Conflict Resolution Framework

WHEN TO USE: *Use when two parties are in conflict and you need to mediate or resolve the dispute.

THE PROMPT:

You are an organizational mediator. Help me resolve a conflict between [PARTY A] and [PARTY B].

The conflict: [WHAT THEY DISAGREE ABOUT]

Party A's position: [WHAT A WANTS AND WHY]

Party B's position: [WHAT B WANTS AND WHY]

My role: [MANAGER / PEER / HR / MEDIATOR]

History: [HOW LONG THIS HAS BEEN GOING ON]

Impact: [HOW THIS AFFECTS THE TEAM/WORK]

Resolution framework:

1. Individual conversations first: Meet each person separately

- Questions to understand their perspective (5 questions)
- Questions to surface underlying interests (3 questions)
- Questions to gauge flexibility (3 questions)

2. Joint conversation structure:
- Ground rules: Respect, listening, solutions-focused
- Opening: Frame as collaboration, not judgment
- Each person states their view uninterrupted (timed)
- Reflect back: “So what I hear is...”
- Common ground: Identify where they actually agree
- Options generation: Brainstorm solutions together
- Agreement: Specific, measurable commitments from each party

3. If they can’t agree:
- Escalation path
- Temporary working arrangement
- Structural solution (separation, process change)

4. Follow-up: Check-in at 1 week and 1 month

Key phrases for de-escalation:

- “Help me understand...”
- “What would need to be true for you to...”
- “What matters most to you about this?”

PRO TIP: Address conflicts within 48 hours of becoming aware — unresolved conflicts don’t fade, they metastasize. Every day of delay makes resolution harder.

RECOMMENDED TOOL: Claude — creates empathetic, structured conflict resolution plans.

PROMPT #325: Feedback Delivery Playbook

WHEN TO USE: *Use when you need to give constructive feedback and want it to actually change behavior.

THE PROMPT:

You are a leadership development coach. Help me deliver feedback to [PERSON] about [BEHAVIOR/PERFORMANCE ISSUE].

Context:

- Their role: [POSITION]

- The issue: [SPECIFIC BEHAVIOR — what they did, when, observable facts]

- The impact: [HOW IT AFFECTED WORK, TEAM, CUSTOMERS]

- The pattern: [ONE-TIME INCIDENT / RECURRING PATTERN]

- Our relationship: [STRONG / DEVELOPING / STRAINED]

- Their personality: [RECEPTIVE / DEFENSIVE / SENSITIVE / UNAWARE]

Feedback script using SBI-I (Situation-Behavior-Impact-Invitation):

1. Situation: “In the [meeting/project/interaction] on [date]...”

2. Behavior: “I observed that you [specific, observable action]...”

3. Impact: “The effect was [concrete consequence]...”

4. Invitation: “I’d like to hear your perspective on this. What was going on?”

Then:

5. Listen: Let them respond fully without interrupting

6. Acknowledge: Validate any legitimate factors

7. Redirect: “Going forward, what I need to see is [SPECIFIC BEHAVIOR]”

8. Support: “What do you need from me to make that happen?”

9. Agree: Specific commitment with timeline

10. Close: Reaffirm your belief in them

Prepare for:

- If they cry: Give space, don’t rush, return to the conversation

- If they deflect: “I hear that. AND the behavior I described still needs to change.”

- If they deny: “I understand you see it differently. Help me understand your experience.”

- If they get angry: “I can see this is frustrating. Let’s take 10 minutes and come back to this.”

PRO TIP: Give feedback in private, praise in public — this single rule prevents 90% of feedback-related relationship damage.

RECOMMENDED TOOL: Claude — creates specific, compassionate feedback scripts.

PROMPT #326: Executive Update Writer

WHEN TO USE: *Use when communicating upward to executives and need to be clear, concise, and action-oriented.

THE PROMPT:

You are an executive communication specialist. Write an executive update on [TOPIC].

Audience: [CEO / VP / C-SUITE / BOARD — specific title]

Purpose: [INFORM / GET APPROVAL / ESCALATE / REQUEST RESOURCES]

Urgency: [ROUTINE / IMPORTANT / URGENT]

My key information:

- Status: [ON TRACK / AT RISK / OFF TRACK / COMPLETE]

- Key achievement: [MOST IMPORTANT WIN]

- Key risk: [MOST IMPORTANT CONCERN]

- Data: [KEY METRICS]

- Decision needed: [WHAT I NEED FROM THEM — if anything]

Update structure:

1. Subject line: [STATUS] + [TOPIC] + [ACTION REQUIRED if any]

2. TL;DR (2 sentences): Bottom line up front — the result and what’s needed

3. Context (2 sentences): Only if they need background

4. Key metrics: 3–5 numbers in scannable format

5. Risk/blocker: Stated with your proposed solution (never bring a problem without a solution)

6. Decision required: Framed as options with your recommendation

7. Next steps: What happens next regardless of their input

Total: Under 150 words. Executives don't read long updates — they scan.

Format rules:

- Bold the most important sentence
- Use traffic light colors if status-based (GREEN/YELLOW/RED)
- One page maximum, ever
- No jargon, no caveats, no throat-clearing

PRO TIP: Executives want to know three things: Are we winning? What's the risk? What do you need from me? Answer all three in 30 seconds or less.

RECOMMENDED TOOL: Claude — creates crisp, executive-appropriate communications.

PROMPT #327: Cross-Team Alignment Plan

WHEN TO USE: *Use when multiple teams need to coordinate and you need to get everyone on the same page.

THE PROMPT:

You are an organizational alignment specialist. Create an alignment plan for [INITIATIVE] involving [TEAM 1], [TEAM 2], and [TEAM 3].

The initiative: [WHAT WE'RE TRYING TO ACCOMPLISH TOGETHER]

Why alignment is needed: [WHAT'S BROKEN OR AT RISK WITHOUT IT]

Current state: [HOW TEAMS ARE CURRENTLY (MIS)ALIGNED]

Decision maker: [WHO HAS FINAL AUTHORITY]

Alignment plan:

1. Shared objective: One sentence that all teams can rally behind

2. RACI matrix: For each major workstream, who is Responsible, Accountable, Consulted, Informed

3. Dependency map: What each team needs FROM the other teams (with deadlines)

4. Communication cadence:

- Cross-team standup: Frequency, format, attendees
- Escalation path: How to raise blockers quickly
- Decision-making: How cross-team decisions get made

5. Shared definitions: Key terms that mean different things to different teams

6. Success metrics: Shared KPIs that all teams are measured on

7. Conflict protocol: What happens when team priorities conflict

8. Kickoff meeting agenda: For launching the aligned effort

9. Status reporting: Shared template all teams use

10. Retrospective: How to evaluate alignment effectiveness

Alignment email: Draft the announcement to all teams explaining the new coordination structure.

PRO TIP: The #1 cause of cross-team misalignment is different teams optimizing for different metrics — give them ONE shared metric and alignment follows naturally.

RECOMMENDED TOOL: Claude — creates practical cross-team coordination structures.

PROMPT #328: Vendor Negotiation Strategy

WHEN TO USE: *Use when negotiating with a vendor, supplier, or service provider.

THE PROMPT:

You are a procurement strategist. Help me negotiate with [VENDOR] for [PRODUCT/SERVICE].

What I’m buying: [DESCRIPTION]

Their asking price: [QUOTED AMOUNT]

My budget: [WHAT I CAN SPEND]

Alternatives: [OTHER VENDORS I COULD USE]

Relationship: [NEW VENDOR / RENEWAL / LONG-TERM PARTNER]

Leverage: [VOLUME, MULTI-YEAR COMMITMENT, REFERRAL POTENTIAL, COMPETITOR QUOTES]

Negotiation strategy:

1. Research: What this typically costs in the market
2. Opening: My initial counter-offer and justification
3. Levers to pull:
   - Volume discount: “If we commit to [VOLUME]...”
   - Term length: “If we sign for [2/3] years...”
   - Payment terms: “If we pay upfront/annually vs. monthly...”
   - Scope reduction: “If we remove [FEATURE] from the package...”
   - Timing: “If we sign by [DATE]...”
4. Questions to ask:
   - “Is this your best price, or is there flexibility?”
   - “What would you need from us to improve these terms?”
   - “What do your other clients of similar size pay?”
5. Walk-away signal: How to create urgency without bluffing
6. Closing: Lock in the agreement with specific terms
7. Contract review: Key terms to negotiate beyond price

Email templates: Initial counter-offer, follow-up, and acceptance.

PRO TIP: Always get competitive quotes before negotiating — even if you prefer this vendor, having alternatives gives you leverage and market data to justify your counter-offer.

RECOMMENDED TOOL: Claude — creates strategic vendor negotiation plans.

PROMPT #329: Client Escalation Handler

WHEN TO USE: *Use when a client situation has escalated and needs careful, professional management.

THE PROMPT:

You are a client relationship rescue specialist. Help me handle an escalation with [CLIENT].

The situation: [WHAT WENT WRONG]

Client’s complaint: [THEIR SPECIFIC GRIEVANCE]

Severity: [ANNOYED / ANGRY / THREATENING TO LEAVE / ALREADY LEFT]

Our fault? [YES / PARTIALLY / NO — MISUNDERSTANDING]

Relationship value: [REVENUE AND STRATEGIC IMPORTANCE]

What we can offer: [REMEDIES WITHIN MY AUTHORITY]

Escalation response plan:

1. Immediate (within 1 hour):
   - Acknowledgment message: Show you take this seriously
   - Internal brief: Who needs to know and what to investigate
2. Response (within 24 hours):
   - Call script (not email — voice shows you care):
     a. Thank them for raising this
     b. Acknowledge the impact on their business
     c. Take responsibility (no deflection)
     d. Explain what happened (brief, honest)
     e. Present your resolution plan with specific timeline
     f. Ask: “What would make this right for you?”
3. Resolution:
   - Specific remedy with timeline
   - Goodwill gesture beyond the fix
   - Prevention plan: What you’re changing so this doesn’t happen again
4. Follow-up:
   - 48-hour check: Verify the fix is working
   - 2-week check: Rebuild confidence
   - 30-day review: Confirm relationship is restored

If they want to leave: Retention script with escalation offers.

PRO TIP: Call within 1 hour of learning about the escalation — speed signals respect. A fast, imperfect response beats a perfect response delivered 3 days late.

RECOMMENDED TOOL: Claude — handles high-stakes client situations with professional empathy.

PROMPT #330: Board Communication Brief

WHEN TO USE: *Use when preparing communications for a board of directors or advisory board.

THE PROMPT:

You are a board communications advisor. Prepare a board communication about [TOPIC].

Board context:

- Board type: [CORPORATE BOARD / NONPROFIT BOARD / ADVISORY BOARD]

- Audience: [NUMBER OF MEMBERS AND THEIR BACKGROUNDS]

- Meeting type: [REGULAR MEETING / SPECIAL SESSION / WRITTEN UPDATE / VOTE REQUIRED]

- My role: [CEO / DEPARTMENT HEAD / COMMITTEE CHAIR]

Topic: [WHAT I'M COMMUNICATING]

Action required: [APPROVAL / INPUT / INFORMATION ONLY / VOTE]

Sensitivity: [ROUTINE / SENSITIVE / CONFIDENTIAL]

Board communication:

1. Pre-read document (if applicable):
   - Executive summary (1 paragraph)
   - Background and context (keep brief — board members are busy)
   - Analysis with options (if seeking decision)
   - Recommendation with rationale
   - Financial impact
   - Risk considerations
   - Requested action
2. Presentation (if presenting):
   - 5-slide structure: Situation → Options → Recommendation → Financials → Ask
   - Talking points for each slide
   - Anticipated questions from the board (with answers)
3. Resolution language (if vote required):

- Draft resolution with proper governance language

Tone: Concise, data-driven, respectful of their time and fiduciary responsibility. Board members want confidence backed by evidence, not lengthy justifications.

PRO TIP: Send board materials 5+ business days before the meeting — board members who feel rushed make conservative decisions. Give them time to digest and you'll get bolder approvals.

RECOMMENDED TOOL: Claude — creates governance-appropriate board communications.

PROMPT #331: Heartfelt Apology Letter

WHEN TO USE: *Use when you need to sincerely apologize to a friend, family member, or loved one for something that hurt them.

THE PROMPT:

You are a relationship communication specialist. Write a heartfelt apology letter from me to [PERSON AND RELATIONSHIP — partner, parent, friend, sibling] for [WHAT I DID WRONG].

What happened: [DESCRIBE THE SITUATION SPECIFICALLY]

How it affected them: [THE IMPACT ON THEM — emotional, practical, trust]

Our history: [RELEVANT CONTEXT ABOUT THE RELATIONSHIP]

What I want: [REPAIR THE RELATIONSHIP / ASK FORGIVENESS / EXPLAIN / ALL]

Letter structure:

1. Opening: Acknowledge what you did without excuses or deflection

2. Validation: Show you understand how they felt (name their emotions)

3. Responsibility: Own your part completely — no "I'm sorry IF you felt..."

4. Explanation (not excuse): Brief context only if it genuinely helps them understand

5. What you've learned: How this has changed your thinking or behavior

6. Commitment: What you'll do differently going forward (specific, not vague)

7. Their agency: Acknowledge they may need time, and you respect their process

8. Closing: Express what the relationship means to you

Tone: Genuine, vulnerable, and specific. Generic apologies feel hollow. Reference specific moments and use their name.

Do NOT: Apologize for their reaction, center your own feelings, make promises you can't keep, or rush them toward forgiveness.

PRO TIP: The best apologies have no 'but' in them — the moment you say 'I'm sorry, but...' the apology dies.

RECOMMENDED TOOL: Claude — handles emotional nuance and vulnerability better than any model.

PROMPT #332: Congratulations Message

WHEN TO USE: *Use when celebrating someone's achievement, milestone, or good news with genuine warmth.

THE PROMPT:

You are a thoughtful communicator. Write a congratulations message to [PERSON] for [THEIR ACHIEVEMENT].

Relationship: [HOW I KNOW THEM]

Achievement: [WHAT THEY ACCOMPLISHED]

What I know about their journey: [STRUGGLES, EFFORT, BACKSTORY]

Delivery method: [TEXT / EMAIL / CARD / SOCIAL MEDIA COMMENT / SPEECH]

Message elements:

1. Specific acknowledgment: Name exactly what they achieved (not generic "congrats!")

2. Recognition of effort: Acknowledge the work behind the achievement

3. Personal touch: Reference something specific about THEIR journey you witnessed

4. Impact statement: Why this matters — to them, their family, their field

5. Forward-looking: Excitement about what's next for them

6. Emotional warmth: Let genuine happiness for them come through

Length guide:

- Text message: 2–3 sentences, warm and punchy
- Email/card: 4–6 sentences with personal anecdote
- Social media: 2–3 sentences, public-appropriate
- Toast/speech: 1–2 minutes with a short story

Write 3 versions at different lengths. Each must feel personal, not formulaic.

Do NOT make it about you. This is their moment.

PRO TIP: Mention something specific about their journey that only someone who was paying attention would know — that's what separates a memorable congratulations from a forgettable one.

RECOMMENDED TOOL: ChatGPT — fast for short, warm messages; Claude for longer, more personal versions.

PROMPT #333: Sympathy & Condolence Message

WHEN TO USE: *Use when someone has experienced a loss, tragedy, illness, or hardship and you need to express compassion.

THE PROMPT:

You are a grief-literate communicator. Write a sympathy message to [PERSON] who is going through [SITUATION — death of loved one, serious illness, job loss, divorce, miscarriage, other hardship].

Relationship: [HOW I KNOW THEM]

What happened: [THE SPECIFIC LOSS OR HARDSHIP]

What I know about the person/situation they lost: [ANY PERSONAL DETAILS]

Delivery: [TEXT / EMAIL / CARD / IN-PERSON CONVERSATION]

Message structure:

1. Acknowledge: Name the loss directly — don't dance around it

2. Validate: Their pain is real and makes sense

3. Personal memory or connection: If you knew the person/situation, share a brief, specific, positive memory

4. Practical offer: Something specific you can do (not “let me know if you need anything”)

5. Presence: Let them know you’re thinking of them without pressure

6. No timeline: Don’t imply they should “move on” or “be strong”

Critical rules:

- Do NOT say: “Everything happens for a reason,” “They’re in a better place,” “At least...,” “I know how you feel,” “Stay strong”

- DO say: “I’m so sorry,” “I’m here,” “There are no words,” “I’m thinking of you”

- Match the depth of the relationship — don’t be more intimate than your actual relationship warrants

Provide 3 versions: brief text, heartfelt card, and longer email. Each must feel genuine, not performative.

PRO TIP: Send the message NOW, even if it’s imperfect — people remember who showed up, not what was said. Waiting for the ‘right words’ means they hear nothing.

RECOMMENDED TOOL: Claude — handles grief and loss with genuine sensitivity.

PROMPT #334: Recommendation Letter Writer

WHEN TO USE: *Use when writing a letter of recommendation for a colleague, employee, student, or mentee.

THE PROMPT:

You are an experienced professional writing a letter of recommendation. Write a recommendation for [PERSON’S NAME] for [PURPOSE — job application, graduate school, award, promotion, scholarship].

Your relationship: [HOW YOU KNOW THEM, FOR HOW LONG]

Your title: [YOUR POSITION AND ORGANIZATION]

Their role: [THEIR ROLE WHEN YOU WORKED WITH THEM]

Key strengths (3): [STRENGTH 1 WITH EXAMPLE], [STRENGTH 2 WITH EXAMPLE], [STRENGTH 3 WITH EXAMPLE]

Specific accomplishment: [ONE ACHIEVEMENT YOU CAN DESCRIBE IN DETAIL]

What they’re applying for: [THE SPECIFIC OPPORTUNITY]

Letter structure:

1. Opening: Your relationship and how long you’ve known them

2. Context: Their role and your ability to evaluate their performance

3. Strength 1: Claim + specific evidence/story

4. Strength 2: Claim + specific evidence/story

5. Accomplishment narrative: The detailed story of their achievement with measurable results

6. Character assessment: Who they are as a person (integrity, work ethic, leadership)

7. Comparison: How they compare to peers (top 5%, best I’ve worked with, etc.)

8. Specific endorsement: Why they’re ideal for THIS specific opportunity

9. Closing: Unequivocal recommendation and offer to discuss further

Length: [400–600] words. Every sentence must add value — vague praise is worse than a shorter, specific letter.

Tone: Professional, warm, and genuinely enthusiastic. If you can’t be genuinely enthusiastic, decline to write it.

PRO TIP: The strongest recommendation letters tell ONE detailed story that demonstrates multiple qualities — a single vivid narrative is more convincing than a list of adjectives.

RECOMMENDED TOOL: Claude — writes the most specific, compelling recommendation letters.

PROMPT #335: Networking Introduction Email

WHEN TO USE: *Use when introducing yourself to a new professional contact you want to build a relationship with.

THE PROMPT:

You are a strategic networking expert. Write a networking introduction to [PERSON — name, role, company] from [ME — name, role, company].

How I found them: [CONFERENCE / LINKEDIN / MUTUAL CONNECTION / THEIR CONTENT / INDUSTRY EVENT]

Why I want to connect: [SPECIFIC REASON — not just “networking”]

What we have in common: [SHARED INTERESTS, INDUSTRY, BACKGROUND, CHALLENGE]

What I bring: [VALUE I CAN OFFER THEM — not just what I want]

Mutual connection (if any): [NAME]

Email structure:

- Subject: Personal and specific — not “Networking Request”
- Line 1: How I found them and what specifically caught my attention
- Line 2: The genuine connection point or shared interest
- Line 3: Why I’m reaching out (specific, not vague)
- Line 4: What I can offer or contribute to them (lead with value)
- Line 5: Low-pressure ask — a question, not a demand

Total: Under 100 words. Busy professionals scan, not read.

Do NOT:

- Ask for a “30-minute call” (too much for a first contact)
- List your accomplishments (they don’t care yet)
- Use “I’d love to pick your brain” (this takes, doesn’t give)
- Be vague about why you’re reaching out

PRO TIP: The best networking emails lead with what you can GIVE, not what you want to GET — even just sharing a relevant article or insight opens doors that asks don’t.

RECOMMENDED TOOL: Claude — crafts natural, non-transactional networking messages.

PROMPT #336: Mentorship Request Message

WHEN TO USE: *Use when asking someone you admire to mentor you or provide ongoing guidance.

THE PROMPT:

You are a career development coach. Help me write a mentorship request to [POTENTIAL MENTOR — name, role, why I admire them].

My situation: [MY ROLE, STAGE, AND WHAT I’M WORKING ON]

Why them specifically: [WHAT ABOUT THEIR CAREER/EXPERTISE MATCHES MY NEEDS]

What I need: [SPECIFIC GUIDANCE AREA — not “general mentorship”]

What I offer: [HOW I CAN ADD VALUE TO THEM — research, perspective, energy, skills]

Relationship so far: [HAVE WE MET? HOW?]

Message structure:

1. Personal connection: Reference something specific about their work that resonated

2. Credibility: Brief context on who you are (2 sentences max)

3. Specific need: What you’re struggling with or working toward

4. Why them: Why their specific experience is relevant (be genuine)

5. The ask: Make it small and specific — NOT “Will you be my mentor?”

Instead: “Would you be open to a 20-minute conversation about [SPECIFIC TOPIC]?”

6. Easy out: Make it easy to say no without guilt

Total: Under 150 words.

Strategy: Don’t ask for mentorship. Ask for ONE conversation about ONE topic. If it goes well, ask for another. Mentorship is built, not requested.

Do NOT: Ask someone you’ve never interacted with to commit to ongoing mentorship. Build the relationship first.

PRO TIP: The word ‘mentorship’ scares busy people — instead of asking ‘Will you mentor me?’, ask ‘Could I get your advice on one specific challenge?’ and let the relationship develop naturally.

RECOMMENDED TOOL: Claude — crafts respectful, strategically positioned mentorship requests.

PROMPT #337: Boundary Setting Script

WHEN TO USE: *Use when you need to set or enforce a personal or professional boundary with someone.

THE PROMPT:

You are a communication therapist specializing in healthy boundaries. Help me set a boundary with [PERSON AND RELATIONSHIP].

Situation: [WHAT'S HAPPENING THAT REQUIRES A BOUNDARY]

The boundary I need: [WHAT I NEED TO CHANGE — their behavior, my availability, the dynamic]

Why this is hard: [WHAT MAKES SETTING THIS BOUNDARY DIFFICULT]

Their likely reaction: [HOW THEY MIGHT RESPOND]

Relationship stakes: [HOW IMPORTANT IS THIS RELATIONSHIP]

Script components:

1. The setup: When and how to have this conversation (timing, setting, private)

2. Opening: "I need to talk to you about something that's important to me"

3. The situation: Describe what's happening (factual, not accusatory)

4. The impact: How it affects you (use "I feel" not "You always")

5. The boundary: Clear statement of what you need going forward

6. The reason: Brief explanation (you don't owe a lengthy justification)

7. The request: Specific behavioral change you're asking for

8. Consequences: What happens if the boundary isn't respected (stated calmly)

9. Affirmation: This comes from caring about the relationship, not punishing

Prepare for responses:

- If they get angry: [SCRIPT]

- If they guilt-trip you: [SCRIPT]

- If they agree: [SCRIPT]

- If they minimize: [SCRIPT]

Remember: Setting a boundary is not an attack. It's an act of self-respect that actually protects the relationship long-term.

PRO TIP: Practice saying the boundary out loud 5 times before the conversation — boundaries that sound clear in your head often come out apologetic or unclear when spoken for the first time.

RECOMMENDED TOOL: Claude — handles boundary communication with empathy and firmness.

PROMPT #338: Collaboration Proposal

WHEN TO USE: *Use when proposing a professional or creative collaboration to another person or organization.

THE PROMPT:

You are a business development specialist. Write a collaboration proposal from [ME/MY COMPANY] to [THEM/THEIR COMPANY].

My business: [WHAT I DO]

Their business: [WHAT THEY DO]

Collaboration idea: [WHAT WE'D DO TOGETHER]

Mutual benefit: [HOW BOTH PARTIES WIN]

Shared audience: [WHO WE BOTH SERVE]

Proposal structure:

1. Opening: Why I reached out to THEM specifically (not a mass outreach)
2. The opportunity: Market gap or audience need we can address together
3. The concept: What the collaboration looks like (specific, not vague)
4. What I bring: My resources, audience, skills, assets
5. What I need from them: Their resources, audience, skills, assets
6. Expected outcomes: Measurable results for both parties
7. Structure: Timeline, responsibilities, revenue sharing (if applicable)
8. Low-risk start: A small pilot before full commitment
9. Examples: Similar collaborations that worked (if available)
10. Next step: Specific, easy action to explore further

Tone: Partner-to-partner, not vendor-to-client. This should feel like an equal opportunity.

Total length: Under 300 words for email; longer for a formal proposal document.

PRO TIP: Propose a small pilot project first — a successful $1,000 collaboration opens the door to a $100,000 partnership, but asking for $100,000 upfront closes it.

RECOMMENDED TOOL: Claude — creates balanced, mutually beneficial proposals.

PROMPT #339: Farewell Message (Job Departure)

WHEN TO USE: *Use when leaving a job and need to write a professional, warm goodbye to colleagues.

THE PROMPT:

You are a workplace communication expert. Write a farewell message for [MY NAME] leaving [COMPANY/ROLE].

Context:

- Reason for leaving: [NEW OPPORTUNITY / CAREER CHANGE / PERSONAL / RETIREMENT]

- Time at company: [DURATION]

- Audience: [TEAM / DEPARTMENT / COMPANY-WIDE / SPECIFIC PEOPLE]

- Tone: [WARM AND GRATEFUL / PROFESSIONAL / BITTERSWEET / CELEBRATORY]

- Key relationships: [PEOPLE TO SPECIFICALLY THANK]

- Memorable moments: [ACHIEVEMENTS OR EXPERIENCES TO REFERENCE]

Message structure:

1. Announcement: The news, stated clearly and positively

2. Gratitude: Specific thanks — not generic “thanks for everything” but real moments and people

3. Highlights: 2–3 specific memories, projects, or growth moments

4. Impact acknowledgment: How this team/company changed you

5. Forward: Excitement about what’s next (brief — this isn’t about your new job)

6. Connection: How to stay in touch (LinkedIn, personal email)

7. Closing: Warm, memorable last line

Versions:

- All-company email (formal, 150 words)

- Team Slack message (personal, 100 words)

- Individual thank-you to key people (3 personalized messages, 50 words each)

Do NOT: Bad-mouth the company, overexplain your departure, or make it about what was wrong. Leave with grace.

PRO TIP: Send individual thank-you messages to 3–5 people who truly impacted your growth — these personal notes are remembered far longer than any all-company email.

RECOMMENDED TOOL: Claude — writes genuine, graceful farewell messages.

PROMPT #340: Reunion or Gathering Invitation

WHEN TO USE: *Use when organizing a personal gathering, reunion, or celebration and need a compelling invitation.

THE PROMPT:

You are an event planner and writer. Create an invitation for [EVENT TYPE — reunion, birthday, holiday gathering, dinner party, anniversary, celebration].

Event details:

- Occasion: [WHAT YOU'RE CELEBRATING]

- Date and time: [WHEN]

- Location: [WHERE — address and any access instructions]

- Host: [WHO'S HOSTING]

- Guest list: [HOW MANY PEOPLE, RELATIONSHIP — college friends, family, coworkers]

- Dress code: [IF APPLICABLE]

- Food/drink: [WHAT TO EXPECT]

- Special instructions: [BRING SOMETHING? PARKING? SURPRISE?]

Invitation components:

1. Headline: Warm, inviting, sets the tone (not generic "You're Invited")

2. Personal touch: Why this gathering matters and why THEY matter to it

3. Details: All logistics clearly presented (scannable format)

4. RSVP: How and by when

5. Vibe setter: What to expect (casual, dressy, bring stories, potluck, etc.)

6. Closing: Excitement to see them

Versions:

- Formal invitation (for print or email with design)

- Casual text/group chat message

- Social media event description

Tone: Match the event — formal for milestones, playful for casual gatherings, nostalgic for reunions.

PRO TIP: Send invitations 4–6 weeks before the event, then a reminder at 2 weeks and 3 days — each reminder increases attendance by 10–15%.

RECOMMENDED TOOL: ChatGPT — fast at generating invitation copy in multiple styles.

PROMPT #341: Keynote Speech Structure

WHEN TO USE: *Use when building a keynote speech for a conference, company event, or public appearance.

THE PROMPT:

You are a world-class speechwriter. Structure a keynote speech for [SPEAKER] at [EVENT].

Speaker: [NAME AND CREDIBILITY]

Event: [EVENT NAME AND TYPE]

Audience: [SIZE AND COMPOSITION]

Duration: [MINUTES]

Topic: [THEME]

Core message: [THE ONE TAKEAWAY]

Keynote structure:

1. HOOK (first 90 seconds): Choose one:
   - A personal story that surprises
   - A bold, counterintuitive claim
   - A question the audience can’t stop thinking about

- A dramatic statistic that reframes reality

2. PROMISE (30 seconds): “By the end of this talk, you will...”

3. CONTEXT (3 min): Why this topic, why now, why it matters to THIS audience

4. BODY — 3 Acts:

- Act 1: [CONCEPT] — teach through story, not slides. End with a memorable line.

- Act 2: [CONCEPT] — raise the stakes. Show what happens if they don’t act.

- Act 3: [CONCEPT] — the solution. Make them feel empowered.

5. CALLBACK (1 min): Return to the opening story/question with new meaning

6. CALL TO ACTION (1 min): One specific, doable thing they should do Monday morning

7. CLOSING LINE: A sentence they’ll remember and quote. Rehearse landing it with power.

For each section: Full script with [PAUSE] and [SLIDE] cues.

Word count: ~[150 × MINUTES] words total.

PRO TIP: Write the closing line first, then write the opening to set it up — the best speeches are circular, ending where they began but with transformed meaning.

RECOMMENDED TOOL: Claude — structures speeches with narrative sophistication.

PROMPT #342: TED-Style Talk Builder

WHEN TO USE: *Use when creating a short, powerful idea-driven talk.

THE PROMPT:

You are a TED talk coach. Help me craft a [5-15]-minute talk on “[IDEA WORTH SPREADING].”

My idea: [THE CORE CONCEPT IN ONE SENTENCE]

Why I’m qualified: [MY UNIQUE PERSPECTIVE OR EXPERIENCE]

Audience: [WHO’S LISTENING]

TED-style structure:

1. THE HOOK (30 sec): Start with a moment, not a topic. Drop the audience into a scene, a question, or a paradox.

2. THE PROBLEM (2 min): What's broken or misunderstood about this topic? Make it personal.

3. THE INSIGHT (2 min): Your core idea — the thing that changes how people see this. State it as clearly as possible.

4. THE EVIDENCE (3-5 min): Three pieces of proof:

- A personal story (emotional connection)
- Data or research (intellectual credibility)
- An example or case study (practical application)

5. THE IMPLICATION (2 min): "This means that..." — spell out why it matters

6. THE ACTION (1 min): What to DO with this insight

7. THE ENDING (30 sec): Circle back to the opening with new meaning

Rules:

- One idea, not five
- Stories first, slides last
- No "Today I'm going to talk about..." — just start
- Conversational language, not presentation language
- Vulnerability > perfection

PRO TIP: Memorize the first and last 60 seconds of your talk perfectly. The middle can be flexible, but the opening and closing must land with precision.

RECOMMENDED TOOL: Claude — creates the most compelling idea-driven talk structures.

PROMPT #343: Toast & Special Occasion Speech

WHEN TO USE: *Use when giving a toast, wedding speech, retirement tribute, or celebration speech.

THE PROMPT:

You are a special occasion speechwriter. Write a [TYPE] speech for [OCCASION].

Occasion: [WEDDING TOAST / RETIREMENT / BIRTHDAY / GRADUATION / AWARD / MEMORIAL]

Honoree: [WHO THIS IS ABOUT]

My relationship: [HOW I KNOW THEM]

Audience: [WHO'S THERE — size and mix]

Duration: [2-5 MINUTES]

Tone: [FUNNY / WARM / EMOTIONAL / INSPIRATIONAL / MIX]

Specific memories I want to include: [2-3 STORIES OR MOMENTS]

What I admire most about them: [QUALITIES]

What I wish for them: [LOOKING FORWARD]

Speech structure:

1. Opening: Establish who you are and your connection (don't assume everyone knows)

2. Story 1: A short, specific story that reveals who they really are

3. Character insight: What this story tells us about them

4. Story 2: A funny or touching moment (shift the energy)

5. The serious moment: What you genuinely want to say to them

6. The pivot: Connect past to future

7. The toast/wish: Raise the glass or deliver the final tribute

Rules:

- Under 5 minutes. Always.

- One embarrassing story maximum (and clear it with them first)

- No inside jokes the audience can't follow

- Practice until you can deliver it while making eye contact, not reading

- End with them, not yourself

PRO TIP: Write the speech, then cut it by 30% — every special occasion speech is too long. When in doubt, shorter is always better.

RECOMMENDED TOOL: Claude — writes touching, well-paced special occasion speeches.

PROMPT #344: Panel Moderator Questions

WHEN TO USE: *Use when you‘re moderating a panel discussion and need great questions.

THE PROMPT:

You are a panel moderation expert. Create a question bank for a panel on [TOPIC] with [NUMBER] panelists.

Panel title: “[TITLE]”

Panelists: [NAMES AND ROLES IF KNOWN]

Audience: [WHO’S WATCHING]

Duration: [MINUTES]

Goal: [WHAT THE AUDIENCE SHOULD LEAVE WITH]

Question bank (prepare 12, use 5-7):

1. OPENER (1): Gets every panelist talking — not “Tell us about yourself” but a specific, answerable question all can engage with.
2. EXPERTISE QUESTIONS (3): Tap each panelist’s unique knowledge
   - For [Panelist 1]: [QUESTION targeting their specific expertise]
   - For [Panelist 2]: [QUESTION targeting their expertise]
   - For [Panelist 3]: [QUESTION targeting their expertise]
3. DEBATE QUESTIONS (2): Force productive disagreement
   - “Where do you disagree with each other on this?”
   - “[CONTROVERSIAL ANGLE] — who agrees, who disagrees?”
4. PRACTICAL QUESTIONS (3): Audience-focused value
   - “What’s the one thing the audience should do Monday morning?”
   - “What mistake do you see most often?”
   - “What’s changed in the last year that people aren’t paying attention to?”
5. CLOSING QUESTION (1): Memorable final thought
6. AUDIENCE Q&A MANAGEMENT: How to take, filter, and redirect audience questions

Moderation tips:

- Cut off long-winded answers gracefully: “Great point. [Next panelist], does that match your experience?”

- Draw out quiet panelists: Address by name with specific questions

- Manage time: Signal “2 minutes left” to the panel

PRO TIP: Prepare 2x more questions than you’ll need — the best moderators adapt in real-time, dropping prepared questions when a panelist says something the audience wants to explore.

RECOMMENDED TOOL: Claude — creates dynamic, audience-focused panel question strategies.

PROMPT #345: Q&A Mastery Guide

WHEN TO USE: *Use when you want to handle Q**&**A sessions with confidence and skill.

THE PROMPT:

You are a public speaking coach specializing in Q&A performance. Prepare me for Q&A after my [PRESENTATION TYPE] about [TOPIC].

What I presented: [SUMMARY]

Audience: [WHO AND THEIR LIKELY CONCERNS]

Known controversial points: [WHERE I EXPECT PUSHBACK]

My knowledge gaps: [WHERE I’M LESS CERTAIN]

Q&A mastery framework:

1. Anticipate: 10 likely questions (easy, medium, and hostile) with prepared answers

2. Structure: Use the PREP method for every answer:

   - Point: Your answer in one sentence

   - Reason: Why

   - Example: Proof or illustration

   - Point: Restate your answer

3. Techniques:

   - Buying time: “That’s a great question. Let me think about that for a moment.”

   - Redirecting: “The core issue behind your question is actually...”

   - Bridging: “Yes, and what’s really important here is...”

- Handling hostile questions: Acknowledge the emotion, reframe the question, answer the reframe

- “I don’t know”: “I don’t have that data in front of me. I’ll follow up with you directly by [DATE].”

4. Audience management:

- How to call on people (don’t always pick the first hand up)

- How to stop a monologue disguised as a question

- How to handle multiple questions in one

- When and how to end Q&A on a strong note

5. Closing: Always end Q&A with YOUR final word, not theirs

PRO TIP: Plant a question — ask a friendly audience member to ask the first question. A strong first question sets the tone and breaks the ice.

RECOMMENDED TOOL: Claude — creates comprehensive Q&A preparation strategies.

PROMPT #346: Impromptu Speaking Framework

WHEN TO USE: *Use when you‘re asked to speak without preparation and need a go-to structure.

THE PROMPT:

You are a Toastmasters champion. Give me frameworks for impromptu speaking.

Scenarios I face: [MEETINGS / EVENTS / INTERVIEWS / UNEXPECTED SITUATIONS]

My speaking comfort: [TERRIFIED / NERVOUS / OKAY / CONFIDENT]

Impromptu speaking frameworks (memorize 3, use whichever fits):

1. PREP (universal — works for any question):

- Point: State your position

- Reason: Why you think this

- Example: A specific illustration

- Point: Restate with conviction

2. Past-Present-Future (great for “tell us about” questions):

- Past: Where things were / how I got here

- Present: Where things are now
- Future: Where things are going

3. Problem-Solution-Benefit (great for opinion questions):
   - Problem: What's wrong
   - Solution: What should change
   - Benefit: Why it matters
4. What-So What-Now What (great for updates):
   - What: The facts
   - So What: Why it matters
   - Now What: What to do about it

Master techniques:

- Buy 3 seconds: "That's an interesting question" (while your brain formulates)

- First sentence = thesis: State your point FIRST, then support it

- End definitively: Don't trail off. Land on a strong final sentence.

- 60-second rule: In impromptu situations, 60 seconds is enough. Don't ramble.

Practice drill: 5 random topics to practice each framework with. Set a 60-second timer.

PRO TIP: The secret to sounding spontaneous is having frameworks so internalized that you don't have to think about structure — your brain is free to focus on content.

RECOMMENDED TOOL: Claude — teaches structured improvisation clearly.

PROMPT #347: Storytelling Structure Builder

WHEN TO USE: *Use when you need to craft a compelling story for a presentation, pitch, or communication.

THE PROMPT:

You are a narrative strategist. Help me structure a story for [PURPOSE — presentation, pitch, speech, content, sales].

The raw material: [WHAT HAPPENED — the facts of the story]

The point: [WHAT LESSON OR MESSAGE THE STORY SHOULD CONVEY]

Audience: [WHO I'M TELLING THIS TO]

Length: [30 SECONDS / 2 MINUTES / 5 MINUTES]

Story structure (choose the best fit):

1. THE HERO'S JOURNEY (for transformation stories):

- Ordinary world → Challenge appears → Resistance → Guide/insight → Action → Transformation → New normal

2. THE PIXAR FORMULA (for business stories):

- Once upon a time... / Every day... / One day... / Because of that... / Because of that... / Until finally...

3. THE CONTRAST (for persuasion):

- The old way (pain) → The turning point → The new way (gain) → The proof → The invitation

For your story, provide:

1. The setup: Character, setting, stakes (who, where, what's at risk)

2. The tension: The obstacle, conflict, or challenge (this is where attention lives)

3. The turning point: The moment everything changed

4. The resolution: What happened after

5. The meaning: The explicit connection to your message

6. The opening line: Your first sentence (hook the listener immediately)

7. The closing line: Your last sentence (deliver the point with power)

Strip everything else: Every detail should serve the story. If removing a detail doesn't weaken the story, remove it.

PRO TIP: Open your story in the middle of the action, not at the beginning — 'I was standing at the edge of the stage when the teleprompter went dark' beats 'Let me tell you about a presentation I gave last year.'

RECOMMENDED TOOL: Claude — crafts the most compelling narrative structures.

PROMPT #348: Data Presentation Narrative

WHEN TO USE: *Use when presenting data or analytics and need to make numbers tell a story.

THE PROMPT:

You are a data storytelling specialist. Help me present [DATA/FINDINGS] to [AUDIENCE] in a way that drives [ACTION].

The data: [DESCRIBE KEY FINDINGS]

Audience: [WHO — technical level and decision-making authority]

Purpose: [WHAT DECISION OR ACTION SHOULD THIS DATA INFORM]

The “so what”: [WHY THIS DATA MATTERS]

Data narrative structure:

1. THE HEADLINE: State the most important finding as a human-readable sentence (not “Revenue was $4.2M” but “Revenue grew 23% — our fastest quarter ever”)
2. THE CONTEXT: Why this number matters
   - vs. target: Are we above or below plan?
   - vs. history: Is this better or worse than last period?
   - vs. benchmark: How does this compare to industry/competitors?
3. THE STORY ARC:
   - Here’s where we were (baseline)
   - Here’s what changed (the driver)
   - Here’s where we are (the result)
   - Here’s where we’re headed (the projection)
4. THE VISUALIZATION PLAN:
   - Which chart type for each finding (and why)
   - What to highlight (circle, annotate, color)
   - What to remove (reduce chart junk)
   - The title of each chart (should be the insight, not the data label)
5. THE IMPLICATIONS: “This means we should...”
6. THE CAVEAT: One honest limitation of the data

Present 3 numbers maximum per slide. More than 3 and the audience stops processing.

PRO TIP: Title your charts with the insight, not the data — ‘Sales grew 40% after pricing change’ is a chart title. ‘Q3 Revenue by Month’ is a label.

RECOMMENDED TOOL: Claude — creates the most compelling data narratives.

PROMPT #349: Motivational Talk Outline

WHEN TO USE: *Use when giving a talk designed to inspire action, change mindset, or boost morale.

THE PROMPT:

You are a motivational speaking coach. Create a talk outline to inspire [AUDIENCE] about [TOPIC].

Audience: [WHO AND THEIR CURRENT STATE — demoralized, stuck, celebrating, transitioning]

My credibility: [WHY THEY SHOULD LISTEN TO ME]

Desired shift: From [CURRENT MINDSET] to [TARGET MINDSET]

Duration: [MINUTES]

Setting: [TEAM MEETING / COMPANY ALL-HANDS / CONFERENCE / GRADUATION / COMMUNITY EVENT]

Motivational talk structure:

1. CONNECTION (2 min): Show them you understand their experience
   - “I know what it feels like to...” (shared experience)
   - Acknowledge the difficulty honestly (don’t minimize)
2. REFRAME (3 min): Challenge how they’re seeing the situation
   - The surprising perspective they haven’t considered
   - Data or story that shifts the frame
3. PROOF (5 min): Show them it’s possible
   - Your personal story of overcoming (vulnerable, specific)
   - Example of someone like them who succeeded
   - The evidence that supports the new mindset
4. PATHWAY (3 min): Show them HOW (not just “believe in yourself”)
   - 3 specific, actionable steps
   - The first step they can take TODAY

- What support is available

5. CHALLENGE (2 min): Issue a direct, personal challenge
   - “I’m asking each of you to...”
   - Make it specific and time-bound
   - Create accountability (share with a partner, post publicly, report back)
6. CLOSING: End with the feeling you want them to carry out of the room

Do NOT: Be preachy, use empty platitudes, or pretend everything is easy. Authentic inspiration acknowledges the hard truth AND shows the path through it.

PRO TIP: The most motivational speakers don’t say ‘You can do it!’ — they say ‘Here’s what I struggled with, here’s what I learned, and here’s specifically how to apply it.’ Practical beats platitude every time.

RECOMMENDED TOOL: Claude — creates authentic, action-oriented motivational frameworks.

PROMPT #350: Technical Presentation Guide

WHEN TO USE: *Use when presenting complex technical information to a mixed-expertise audience.

THE PROMPT:

You are a technical communication specialist. Help me present [TECHNICAL TOPIC] to [AUDIENCE].

Topic: [WHAT I’M PRESENTING — system design, research findings, technical proposal, demo]

Audience mix: [TECHNICAL EXPERTS: X%, SEMI-TECHNICAL: X%, NON-TECHNICAL: X%]

Decision I need: [WHAT I WANT APPROVED OR UNDERSTOOD]

Duration: [MINUTES]

Complexity challenge: [WHAT MAKES THIS HARD TO EXPLAIN]

Technical presentation strategy:

1. EXECUTIVE LAYER (first 3 minutes):
   - What this is in one sentence (no jargon)
   - Why it matters (business impact, not technical elegance)

- What you need from the audience

This ensures non-technical people get the key message even if they tune out the details.

2. CONCEPTUAL LAYER (5-10 minutes):
   - The architecture or approach at a conceptual level
   - Use analogy: “Think of this like [FAMILIAR CONCEPT]”
   - Diagram with maximum 5 components
   - Why this approach vs. alternatives (decision rationale)
3. TECHNICAL LAYER (5-10 minutes):
   - Deep dive for the experts
   - Specific technical details, trade-offs, implementation
   - Signal: “For those interested in the technical details...”
   - Data and performance metrics
4. RISK & MITIGATION (3 minutes):
   - What could go wrong (honest)
   - How you’ve mitigated each risk
   - What’s still uncertain
5. NEXT STEPS (2 minutes):
   - Specific ask with timeline
   - Resources needed
   - Decision point

For each slide: Identify the audience segment it’s for (all / technical / leadership).

PRO TIP: Use the ‘grandmother test’ for your first 3 minutes — if your grandmother couldn’t understand the business case, simplify further. The technical details come later.

RECOMMENDED TOOL: Claude — structures technical presentations for mixed audiences expertly.

PROMPT #351: Negotiation Preparation Framework

WHEN TO USE: *Use when preparing for any negotiation and need a comprehensive strategy.

THE PROMPT:

You are a negotiation strategist trained in Harvard Program on Negotiation methodology. Prepare me for a negotiation.

Negotiation: [WHAT YOU'RE NEGOTIATING — salary, contract, deal, purchase, terms]

Other party: [WHO AND THEIR LIKELY POSITION]

Relationship: [NEW / ONGOING / ONE-TIME — how important is the long-term relationship?]

Power dynamics: [WHO HAS MORE LEVERAGE AND WHY]

Prepare:

1. Interests analysis:
   - My interests (not just positions): What do I REALLY want? Why?
   - Their interests: What do THEY really want? Why?
   - Shared interests: Where do we both want the same thing?
2. BATNA (Best Alternative): What's my best option if no deal is reached?
3. Their BATNA: What do THEY do if no deal? (This determines their flexibility)
4. ZOPA (Zone of Possible Agreement): The range where a deal is possible
5. Reservation point: My absolute walk-away threshold
6. Target: What I'm aiming for (ambitious but justifiable)
7. Opening: Where I start and why
8. Concession plan: What I can give up (ranked by value to them vs. cost to me)
9. Value creation: How to expand the pie before dividing it
10. Questions to ask: 10 questions that reveal their priorities without showing mine

Also prepare:

- First 3 sentences to open the conversation
- Response to their likely opening move
- Walk-away script: How to exit gracefully if needed

PRO TIP: Spend 80% of your prep time understanding THEIR interests, priorities, and alternatives — your strategy should be based on what

motivates them, not just what you want.

RECOMMENDED TOOL: Claude — creates the most thorough, strategy-rich negotiation prep.

PROMPT #352: Opening Position Strategy

WHEN TO USE: *Use when you need to determine how to make the first move in a negotiation.

THE PROMPT:

You are a negotiation tactician. Help me craft my opening position for a negotiation about [TOPIC].

Context:

- What I want: [MY TARGET OUTCOME]
- What's fair: [WHAT I BELIEVE IS OBJECTIVELY REASONABLE]
- Their expectations: [WHAT THEY LIKELY EXPECT]
- Market rate/precedent: [WHAT DATA SUPPORTS MY POSITION]
- Relationship: [ONE-TIME VS. ONGOING]

Analyze:

1. Should I go first or let them go first? (Anchoring advantage vs. information advantage)
2. If I go first: My specific opening number/terms with justification
3. Anchoring strategy: How to set the frame for the entire negotiation
4. How ambitious: How far beyond my target should I open?
5. Justification: The 3 data points that make my opening seem reasonable
6. Delivery: Exact script for presenting my opening position with confidence
7. Reaction management: How to respond when they react to my opening
8. If they go first: How to respond to their anchor without accepting their frame

Opening rules:

- Never give a range (they'll take the end that favors them)
- Always justify your number with external standards
- Present with confidence, not apology

- Pair your number with value, not just the ask

PRO TIP: Research shows the party who makes the first offer gets a final outcome 15-20% closer to their target — going first with a well-anchored number is almost always advantageous.

RECOMMENDED TOOL: Claude — creates strategically sound opening positions.

PROMPT #353: Counter-Offer Response Script

WHEN TO USE: *Use when you‘ve received an offer and need to counter effectively without killing the deal.

THE PROMPT:

You are a negotiation expert. Help me respond to this offer with a strategic counter-offer.

Their offer: [WHAT THEY OFFERED — terms, price, conditions]

My target: [WHAT I WANT]

My walk-away: [MY MINIMUM ACCEPTABLE]

Relationship importance: [HIGH / MEDIUM / LOW]

Their urgency: [HOW BADLY DO THEY NEED THIS DEAL?]

Build my counter-offer:

1. Reaction management: How to receive their offer without showing my hand (no immediate acceptance or rejection)

2. Pause technique: Script for buying time (“Thank you for this. Let me take a day to review it properly.”)

3. Counter-offer framing: Position my counter as collaborative, not combative

4. The counter: Specific number/terms with justification

5. Value add: Something I can add that costs me little but matters to them

6. Concession signal: One thing I can bend on to show good faith

7. Delivery script: Exact words to present my counter-offer

8. If they reject my counter: Response script for the second round

9. Pattern: My planned concession pattern (never concede the same amount twice — diminishing concessions signal you’re near your limit)

Critical: Never counter with your real target — counter above it, so you have room to “meet in the middle” at your actual goal.

PRO TIP: Flinch at their first offer even if it’s better than you expected — a visible reaction signals that they need to improve their position, and many people will adjust immediately.

RECOMMENDED TOOL: Claude — creates nuanced counter-offer strategies.

PROMPT #354: Win-Win Proposal Builder

WHEN TO USE: *Use when you want to create a deal structure where both parties gain more than a simple compromise.

THE PROMPT:

You are a collaborative negotiation specialist. Help me design a win-win proposal for [NEGOTIATION CONTEXT].

What I want: [MY KEY INTERESTS AND PRIORITIES]

What they want: [THEIR KEY INTERESTS AND PRIORITIES]

Current impasse: [WHERE WE’RE STUCK — if applicable]

Resources and flexibility: [WHAT EACH SIDE CAN BRING BEYOND THE OBVIOUS]

Build a win-win structure:

1. Interest mapping: List each party’s interests ranked by importance. Look for trades — I value X highly but they don’t, they value Y highly but I don’t.

2. Value creation options:

- Different-value trades: What I can give cheaply that they value highly (and vice versa)

- Contingent agreements: “If X happens, then Y” — resolves disagreements about the future

- Shared upside: How to tie both parties’ success together

- Added resources: What can be brought in to make the deal bigger?

3. Package deals: 3 complete proposal packages:

- Option A: Favors my priorities, gives them something meaningful

- Option B: Balanced — both compromise, both gain
- Option C: Favors their priorities, gives me something meaningful

4. Presentation: Let them choose between packages (choosing feels better than accepting)

5. Framing: “I’ve been thinking about how we can both get what matters most...”

The goal: A deal where both parties feel they got more than a simple compromise would have given them.

PRO TIP: The biggest negotiation mistake is treating it as a fixed pie — before dividing anything, spend time figuring out how to make the pie bigger.

RECOMMENDED TOOL: Claude — designs the most creative, mutually beneficial deal structures.

PROMPT #355: Walk-Away Analysis Tool

WHEN TO USE: *Use when you need to decide whether to accept a deal or walk away.

THE PROMPT:

You are a decision analysis expert. Help me determine whether to accept or walk away from this deal.

The deal on the table: [CURRENT TERMS BEING OFFERED]

My original target: [WHAT I WANTED]

My BATNA: [MY BEST ALTERNATIVE IF I WALK]

Relationship value: [WHAT THE RELATIONSHIP IS WORTH BEYOND THIS DEAL]

Emotional state: [AM I THINKING CLEARLY OR FEELING PRESSURED?]

Analyze:

1. Deal vs. BATNA: Is this offer better than my best alternative? By how much?

2. Sunk cost check: Am I staying because the deal is good, or because I’ve invested too much time?

3. Emotional bias check: Am I being influenced by ego, fatigue, pressure, or rapport?

4. Opportunity cost: What am I giving up by accepting this deal?

5. Precedent impact: Does accepting set a bad precedent for future negotiations?

6. Total value: Including intangibles — relationship, learning, future opportunities

7. Risk assessment: What could go wrong after accepting? After walking?

8. Gut check: Remove the emotions — would I advise a friend to take this deal?

Decision framework:

- If deal > BATNA by meaningful margin: ACCEPT

- If deal ≈ BATNA: Walk unless relationship value tips the scale

- If deal < BATNA: WALK, no matter how much time you've invested

Script for walking away gracefully (preserving the relationship for future opportunities).

PRO TIP: Never negotiate against yourself — if their best offer doesn't beat your BATNA, walk away with genuine respect and zero regret. Most 'final offers' aren't.

RECOMMENDED TOOL: Claude — provides clear-headed decision frameworks that cut through emotional pressure.

PROMPT #356: Anchoring Strategy Designer

WHEN TO USE: *Use when you want to set the psychological frame of a negotiation through strategic anchoring.

THE PROMPT:

You are a behavioral economics expert applied to negotiation. Design an anchoring strategy for [NEGOTIATION].

Context:

- What I'm negotiating: [DEAL/SALARY/PRICE/TERMS]

- My target: [DESIRED OUTCOME]

- Market range: [LOW END — HIGH END OF COMPARABLE DEALS]

- Their expected range: [WHAT THEY PROBABLY EXPECT]
- Who goes first: [ME / THEM / TBD]

Anchoring strategy:

1. My anchor point: The specific number/terms to open with
   - Calculation: Target + strategic premium (typically 15-25% beyond target)
   - This must be ambitious but JUSTIFIABLE — an unjustifiable anchor loses credibility
2. Justification arsenal: 3 external references that make the anchor seem reasonable
   - Market data point
   - Precedent or comparable
   - Value-based calculation
3. Delivery: Exact script for presenting the anchor with confidence
4. Pre-anchor priming: Casual references that plant higher numbers before the formal negotiation
5. Counter-anchoring: If they anchor first, how to neutralize their anchor:
   - Never counter-offer immediately against a strong anchor
   - Reframe: “Let’s set that aside and talk about value first”
   - Re-anchor: Present your own frame with justification
6. Adjustment pattern: How to move from anchor to target in credible increments

Psychology note: Research shows the final agreement correlates strongly with the first number mentioned. Whoever anchors first influences the outcome disproportionately.

PRO TIP: Anchor with a specific, odd number ($107,500 instead of $110,000) — precise numbers are perceived as more researched and informed, making them harder to dismiss.

RECOMMENDED TOOL: Claude — applies behavioral science to negotiation strategy.

PROMPT #357: Concession Planning Matrix

WHEN TO USE: *Use when you need to plan what to give up, when, and in exchange for what during a negotiation.

THE PROMPT:

You are a strategic negotiation planner. Build a concession matrix for [NEGOTIATION].

My negotiation items: [LIST ALL TERMS/POINTS BEING NEGOTIATED]

My priorities: [RANK FROM MOST TO LEAST IMPORTANT]

Their likely priorities: [WHAT MATTERS MOST TO THEM]

For each item I might concede:

1. Item: [WHAT IT IS]

2. Value to me: [HIGH / MEDIUM / LOW — what I lose by giving this up]

3. Value to them: [HIGH / MEDIUM / LOW — how much they want this]

4. Trade potential: LOW cost to me + HIGH value to them = IDEAL TRADE CHIP

5. When to concede: [EARLY FOR GOODWILL / MID FOR MOMENTUM / LATE FOR CLOSURE]

6. What to get in return: [SPECIFIC RECIPROCAL CONCESSION]

7. How to present it: Frame as generous, not forced

Concession rules:

- Never concede without getting something back (“I can do X if you can do Y”)

- Make concessions smaller over time (signals you’re nearing your limit)

- Label your concessions: “This is a significant move on our part...”

- Never concede your highest-priority items — those are your non-negotiables

- Track every concession both sides make

Concession sequence: The order I’ll offer concessions (start with low-cost/high-value-to-them items).

PRO TIP: Keep a written log of every concession made by both sides — in long negotiations, people forget what was already given, and you need receipts.

RECOMMENDED TOOL: Claude — creates detailed, strategic concession plans.

PROMPT #358: Relationship Preservation Script

WHEN TO USE: *Use when you need to negotiate hard while maintaining a good long-term relationship.

THE PROMPT:

You are a negotiation and relationship specialist. Help me negotiate firmly on [ISSUE] while preserving my relationship with [PERSON/COMPANY].

Situation: [WHAT I NEED TO PUSH FOR]

Relationship: [HOW IMPORTANT AND WHY]

Tension point: [WHERE PUSHING FOR MY INTERESTS RISKS THE RELATIONSHIP]

Their perspective: [HOW THEY SEE THIS SITUATION]

Relationship-preserving negotiation scripts:

1. Separating the person from the problem:

   - “I want you to know this isn’t about us — it’s about finding terms that work for the situation”

2. Validating before pushing:

   - “I understand your position and why it makes sense from your side. Here’s what I’m dealing with on mine...”

3. Framing disagreement as collaboration:

   - “We both want this to work. Let’s figure out how to get there together.”

4. Taking a break without damage:

   - “I want to give this the thought it deserves. Can we reconvene [TIME]?”

5. Holding firm without hostility:

   - “I wish I could be more flexible here, but [REASON] makes this a boundary for me. What else can we adjust?”

6. Saving face (for them):

   - Let them tell their stakeholders they won on something visible

7. After the negotiation:

- Re-establish warmth: “I really appreciate how we worked through this”
- Suggest non-business interaction to reset the relationship

Key principle: Hard on the problem, soft on the person. You can push for every dollar while making them feel respected.

PRO TIP: After any tense negotiation, send a brief personal note (not about the deal) within 48 hours — a simple ‘Great to work through that with you’ rebuilds rapport fast.

RECOMMENDED TOOL: Claude — navigates the tension between assertiveness and relationship preservation.

PROMPT #359: Final Offer Framework

WHEN TO USE: *Use when the negotiation is reaching its conclusion and you need to present or respond to a final offer.

THE PROMPT:

You are a closing negotiation specialist. Help me handle the final offer stage of [NEGOTIATION].

Current state: [WHERE NEGOTIATIONS STAND]

Their latest position: [THEIR MOST RECENT OFFER/TERMS]

My current position: [MY MOST RECENT COUNTER]

Gap remaining: [WHAT’S STILL UNRESOLVED]

Deadline pressure: [IS THERE A REAL DEADLINE?]

My walk-away point: [MY ABSOLUTE MINIMUM]

If I’m making the final offer:

1. Pre-close: Signal that this is your last move (“I’ve gone as far as I can...”)
2. The offer: Specific terms, presented as a complete package
3. Justification: Why this is fair for both sides
4. The close: “If you can agree to this, I’m ready to move forward today”
5. Silence: After presenting, STOP TALKING. Let them process.
6. If they counter: Response options
7. If they accept: Immediate confirmation and next steps

If I’m receiving a “final offer”:

1. Test if it's really final: "Is there any flexibility on [SPECIFIC TERM]?"

2. If truly final: Compare to BATNA and decide

3. Nibble technique: Accept the deal, then add a small ask ("Great, and could you also include [SMALL ITEM]?")

4. Conditional acceptance: "I can accept if we adjust [ONE SMALL THING]"

Script for each scenario with exact language.

PRO TIP: When you present a final offer, the single most powerful thing you can do next is nothing — silence creates pressure that no words can match.

RECOMMENDED TOOL: Claude — creates precise, psychologically sound closing strategies.

PROMPT #360: Post-Negotiation Summary & Relationship Builder

WHEN TO USE: *Use when a negotiation is complete and you need to document the agreement and maintain the relationship.

THE PROMPT:

You are a negotiation closure specialist. Create a post-negotiation summary and relationship action plan.

Negotiation completed: [WHAT WAS NEGOTIATED]

Final terms: [THE AGREED-UPON TERMS]

Other party: [WHO]

Negotiation duration: [HOW LONG IT TOOK]

Relationship status: [HOW BOTH PARTIES FEEL]

Post-negotiation deliverables:

1. Summary email: Confirm all agreed terms in writing within 24 hours
   - List each agreed point clearly
   - Include any conditions or contingencies
   - Note next steps and deadlines
   - Tone: Collaborative and forward-looking
2. Internal debrief:

- What we agreed to (full terms)
- What we gave up vs. what we gained
- Their negotiation style and tactics for future reference
- What worked well in our approach
- What we'd do differently next time
- Key relationships to maintain

3. Relationship maintenance plan:
   - 30-day follow-up: Check on implementation
   - 90-day check-in: How the agreement is working
   - Ongoing: Touchpoints to maintain goodwill
4. Lessons learned: 3 takeaways for your next negotiation

The negotiation ends when the deal is signed. The relationship continues forever. Invest accordingly.

PRO TIP: Send a hand-written thank you note after any negotiation where you'll work with the person again — it's memorable precisely because nobody does it anymore.

RECOMMENDED TOOL: Claude — creates thorough post-negotiation documentation and relationship strategies.

Additional Communication Prompts

PROMPT #361: Meeting Notes & Action Items Summarizer

WHEN TO USE: *Use when you need to turn messy meeting notes into a clear summary with action items.

THE PROMPT:

You are an executive assistant. Transform these meeting notes into a professional summary.

Meeting: [MEETING NAME]

Date: [DATE]

Attendees: [LIST]

Raw notes:

"""

[PASTE RAW NOTES, TRANSCRIPT, OR KEY POINTS]
"""

Create:

1. Meeting summary (3-5 sentences): Key discussion points and decisions
2. Decisions made: Each decision with rationale (numbered)
3. Action items: For each — action, owner, deadline, dependencies
4. Open questions: Unresolved items needing follow-up
5. Parking lot: Topics raised but deferred
6. Next meeting: Date, time, agenda items to carry forward

Format for easy scanning — a busy executive should get the key points in 30 seconds.

PRO TIP: Send meeting summaries within 2 hours of the meeting ending — delayed summaries lose accuracy and urgency.

RECOMMENDED TOOL: Claude — creates the most organized, actionable meeting summaries.

PROMPT #362: Crisis Communication Template

WHEN TO USE: *Use when you need to communicate during a crisis, incident, or emergency.

THE PROMPT:

You are a crisis communication specialist. Write a crisis communication for [SITUATION].

Crisis type: [DATA BREACH / SERVICE OUTAGE / PR INCIDENT / PRODUCT RECALL / SAFETY ISSUE / LEGAL MATTER]

Audience: [CUSTOMERS / EMPLOYEES / MEDIA / INVESTORS / ALL]

Severity: [CRITICAL / SERIOUS / MODERATE]

Facts known: [WHAT YOU KNOW FOR CERTAIN]

Facts unknown: [WHAT YOU DON’T KNOW YET]

Actions taken: [WHAT YOU’VE ALREADY DONE]

Communication:

1. Acknowledgment: State what happened clearly (no minimizing)
2. Impact: Who is affected and how
3. Actions: Specific steps you're taking right now
4. Timeline: When you'll provide updates
5. Resources: Where affected parties can get help
6. Accountability: Who is leading the response
7. Prevention: What you'll do to prevent recurrence (if known)

Tone: Transparent, empathetic, and action-oriented. Do NOT speculate about unknowns. Do NOT blame others. Do NOT use legal hedging language that sounds evasive.

Provide versions for: email, social media, and press statement.

PRO TIP: Communicate early and often during a crisis — silence is interpreted as hiding something. Even 'we're investigating and will update by [time]' is better than silence.

RECOMMENDED TOOL: Claude — handles crisis communication with the right balance of transparency and responsibility.

PROMPT #363: Stakeholder Update Email

WHEN TO USE: *Use when keeping stakeholders informed about project progress, changes, or decisions.

THE PROMPT:

You are a project manager. Write a stakeholder update email for [PROJECT/INITIATIVE].

Project: [NAME]

Stakeholders: [WHO RECEIVES THIS]

Update type: [REGULAR STATUS / MILESTONE / CHANGE / RISK ESCALATION / GOOD NEWS]

Key information: [WHAT THEY NEED TO KNOW]

Structure:

- Subject: Clear and action-oriented
- TL;DR (2 sentences): The key update for people who won't read further

- Status: [ON TRACK / AT RISK / DELAYED / COMPLETE] with brief explanation

- Progress: What was accomplished since last update

- Next steps: What's happening next and by when

- Risks/blockers: Any issues that need attention (with proposed solutions)

- Decision needed (if any): Clear ask with options and recommendation

- Timeline impact: Any changes to the schedule

Total length: Under 200 words. Stakeholders scan, they don't read.

PRO TIP: Send updates on the same day/time each week — predictability builds trust and reduces 'just checking in' messages.

RECOMMENDED TOOL: ChatGPT — fast at generating clean status updates.

PROMPT #364: Investor Update Letter

WHEN TO USE: *Use when writing a regular update to investors or board members.

THE PROMPT:

You are a startup CEO. Write a monthly/quarterly investor update for [COMPANY].

Period: [MONTH/QUARTER]

Company stage: [PRE-REVENUE / EARLY REVENUE / GROWTH / SCALE]

Update structure:

1. Headline metric: The #1 number that matters most right now

2. Highlights (3): Biggest wins this period

3. Lowlights (1-2): Honest about what didn't work

4. Key metrics: MRR, growth rate, burn rate, runway, customers, pipeline

5. Product: Major launches, features, user feedback

6. Team: Hires, departures, organizational changes

7. Market: Industry developments affecting your business

8. Financial: Cash position, burn, revenue vs. plan

9. Asks: Specific help needed (intros, advice, resources)

10. What's next: Top 3 priorities for next period

Tone: Honest, data-driven, and confident. Show self-awareness about challenges without catastrophizing. Investors respect founders who are transparent about both wins and struggles.

PRO TIP: Always include an 'asks' section — investors want to help but don't know how unless you tell them specifically what you need.

RECOMMENDED TOOL: Claude — writes balanced, credible investor communications.

PROMPT #365: Customer Win-Back Email

WHEN TO USE: *Use when trying to re-engage a customer who has churned or gone inactive.

THE PROMPT:

You are a customer retention specialist. Write a win-back email for [PRODUCT/SERVICE] targeting customers who [LEFT / WENT INACTIVE] [TIMEFRAME] ago.

Product: [DESCRIPTION]

Churn reason (if known): [WHY THEY LEFT]

What's changed since they left: [NEW FEATURES / IMPROVEMENTS / OFFERS]

Target segment: [TYPE OF CHURNED CUSTOMER]

Write 3 email versions:

1. "We miss you" (emotional appeal):
   - Subject, body, CTA
   - Tone: Warm, not desperate
2. "Look what's new" (value appeal):
   - Subject, body, CTA
   - Highlight improvements since they left
3. "Special offer" (incentive appeal):
   - Subject, body, CTA
   - Comeback offer: [DISCOUNT / FREE MONTH / UPGRADE]

Each email: Under 100 words. One clear CTA. No guilt-tripping.

Sequence: Send version 1 on day 0, version 2 on day 7 (if no response), version 3 on day 21 (if no response). After 3 attempts, stop.

PRO TIP: The win-back email with the highest success rate addresses the specific reason they left — segment by churn reason when possible.

RECOMMENDED TOOL: ChatGPT — fast at generating multiple email variations.

PROMPT #366: Performance Improvement Plan (PIP)

WHEN TO USE: *Use when you need to document a performance improvement plan for an underperforming employee.

THE PROMPT:

You are an HR specialist. Draft a Performance Improvement Plan for [EMPLOYEE ROLE].

Employee context:

- Role: [JOB TITLE]

- Performance concern: [SPECIFIC ISSUES — not vague]

- Prior feedback: [WHEN AND WHAT WAS COMMUNICATED]

- Impact: [HOW THEIR PERFORMANCE AFFECTS THE TEAM/BUSINESS]

PIP structure:

1. Purpose statement: Why this PIP exists (supportive framing)

2. Performance gaps: Specific, documented examples with dates

3. Expected standards: Clear description of what “meeting expectations” looks like

4. Improvement goals (3-5): Measurable, time-bound, specific

5. Support provided: Training, mentoring, resources, accommodations

6. Measurement: How progress will be evaluated (metrics, observations)

7. Check-in schedule: Regular meetings (weekly recommended)

8. Timeline: [30/60/90] day improvement period

9. Consequences: What happens if goals are/aren’t met

10. Signatures: Acknowledgment template

Tone: Supportive and clear. A PIP should feel like a genuine effort to help the employee succeed, not a paper trail for termination.

Disclaimer: Have HR and legal review before delivery.

PRO TIP: The best PIPs start with a direct conversation — the document should confirm what was already discussed, not deliver a surprise.

RECOMMENDED TOOL: Claude — writes clear, fair, legally sound PIPs.

PROMPT #367: Team Retrospective Facilitator Guide

WHEN TO USE: *Use when facilitating a team retrospective to improve processes and morale.

THE PROMPT:

You are an agile coach. Facilitate a team retrospective for [TEAM NAME] covering [TIME PERIOD/PROJECT].

Team size: [NUMBER]

Format: [IN-PERSON / VIRTUAL]

Duration: [60/90 MINUTES]

Context: [WHAT HAPPENED THIS PERIOD — sprint, project, quarter]

Retrospective plan:

1. Opening (5 min): Set the tone — safety, honesty, forward-focus
2. Data gathering (15 min): Activity to surface observations
   - Choose format: [LIKED/LEARNED/LACKED / START-STOP-CONTINUE / 4Ls / SAILBOAT]
   - Detailed facilitation instructions
3. Generate insights (15 min): Cluster and discuss themes
4. Decide on actions (15 min): Vote on top improvements
5. Close (5 min): Appreciation round and commitment

For each activity:

- Facilitator script: What to say
- Materials needed
- Time management tips

- How to handle dominant/quiet participants

Action item template: Action, owner, deadline, success metric

Follow-up: How to track action items from this retro.

PRO TIP: The most important retrospective rule: every retro must produce exactly 1-3 action items with owners — more than 3 means nothing gets done.

RECOMMENDED TOOL: Claude — designs engaging, productive retrospective formats.

PROMPT #368: Cross-Cultural Communication Guide

WHEN TO USE: *Use when communicating across cultures and need to adapt your approach.

THE PROMPT:

You are a cross-cultural communication expert. Help me adapt my communication for [CONTEXT].

My culture/background: [YOUR CULTURAL CONTEXT]

Target audience culture: [THEIR CULTURAL CONTEXT]

Communication type: [EMAIL / MEETING / PRESENTATION / NEGOTIATION / SOCIAL]

Topic: [WHAT YOU'RE COMMUNICATING ABOUT]

Relationship: [NEW / ESTABLISHED / HIERARCHICAL]

Adapt for:

1. Communication style: Direct vs. indirect — what's expected?
2. Formality: Titles, greetings, closings — what level?
3. Time orientation: Punctuality, deadlines, pace expectations
4. Hierarchy: How seniority affects communication dynamics
5. Decision-making: Consensus vs. authority-based
6. Relationship building: How much personal rapport is expected before business?
7. Conflict handling: How disagreement should be expressed
8. Non-verbal: Body language, eye contact, personal space considerations
9. Written communication: Tone, length, format preferences

10. Common mistakes: What to avoid that might unintentionally offend

Provide specific examples and rewrite your message/approach for cultural fit.

PRO TIP: When in doubt, err on the side of more formality and more relationship-building — it's easier to become more casual than to recover from being too informal.

RECOMMENDED TOOL: Claude — provides nuanced, respectful cross-cultural communication guidance.

PROMPT #369: Executive Presence Coaching Framework

WHEN TO USE: *Use when preparing for a high-stakes interaction where you need to project confidence and authority.

THE PROMPT:

You are an executive presence coach. Help me prepare for [HIGH-STAKES SITUATION].

Situation: [BOARD PRESENTATION / CEO MEETING / MEDIA INTERVIEW / INVESTOR PITCH / CLIENT EXECUTIVE MEETING]

My role: [YOUR TITLE AND CONTEXT]

Audience: [WHO YOU'RE ENGAGING WITH]

Stakes: [WHAT'S ON THE LINE]

My concern: [WHAT I'M WORRIED ABOUT]

Coach me on:

1. Mindset: How to think about this interaction for confidence
2. Preparation: The 3 things to know cold before walking in
3. Opening: How to start strong (first 30 seconds)
4. Body language: Posture, eye contact, gestures, movement
5. Voice: Pace, volume, tone, strategic pauses
6. Message discipline: How to stay on message under pressure
7. Handling challenges: When you don't know the answer, when you're interrupted, when you're challenged
8. Power dynamics: How to engage up without being submissive
9. Closing: How to end with impact and clear next steps

10. Recovery: What to do if it doesn’t go as planned

Provide specific phrases and techniques I can practice before the interaction.

PRO TIP: Record yourself presenting and watch it with the sound off — your body language communicates more than your words, and you can only fix what you can see.

RECOMMENDED TOOL: Claude — provides sophisticated, practical executive coaching.

PROMPT #370: Difficult Email Response Generator

WHEN TO USE: *Use when you‘ve received a difficult email and need to respond professionally.

THE PROMPT:

You are a professional communication expert. Help me respond to this difficult email.

The email I received:

"""

[PASTE THE EMAIL YOU RECEIVED]

"""

Context:

- My relationship with the sender: [BOSS / PEER / CLIENT / VENDOR / DIRECT REPORT]

- What I want to achieve: [MY DESIRED OUTCOME]

- What I want to avoid: [WHAT WOULD MAKE THIS WORSE]

- Emotional state: [HOW THIS EMAIL MADE ME FEEL — so I don’t react from that place]

- Political considerations: [ANY WORKPLACE DYNAMICS TO NAVIGATE]

Generate 3 response options:

1. Measured professional: Addresses all points, maintains relationship

2. Firm boundary: Pushes back where appropriate, holds position

3. Bridge-building: De-escalates and refocuses on solutions

For each response:

- Subject line (if changing the subject)
- Full email text
- Tone analysis: What this response communicates beyond the words
- Risk: What could go wrong with this approach

General rule: Wait 24 hours before sending a response to a difficult email. If you're angry, you're not ready to respond yet.

PRO TIP: Write the angry response, save it as a draft, sleep on it, then delete it and write the professional response — the first draft is therapy, the second is strategy.

RECOMMENDED TOOL: Claude — crafts the most nuanced, politically aware email responses.

Chapter 9: Personal Productivity & Life

Personal productivity is where most people use AI badly — they ask it to summarize what they should already know or to plan something they should already understand. These prompts work differently. They help you decide what matters, structure how you spend your hours, design habits that compound, and build the personal operating system that lets you do hard work without burning out. The prompts in this chapter cover time management, prioritization, decision-making, habit formation, goal setting, financial planning, and life design. Applied to the actual life you are living.

Goals, Health, Finance & Career

PROMPT #371: Annual Goal Setting Workshop

WHEN TO USE: *Use when setting your goals for the year with intention and structure.

THE PROMPT:

You are a performance psychology coach. Guide me through an annual goal-setting process.

Context:

- This year’s theme or word: [IF YOU HAVE ONE]

- Last year’s biggest win: [ACHIEVEMENT]

- Last year’s biggest regret: [WHAT I WISH I’D DONE]

- Life areas to focus on: [CAREER / HEALTH / RELATIONSHIPS / FINANCES / GROWTH / CREATIVITY]

Goal-setting framework:

1. Reflection: 5 questions to close out last year honestly

2. Vision: Describe December 31 of this year — what does your ideal life look like?

3. Goals by area: For each priority area:

- Outcome goal: The measurable result
- Process goal: The daily/weekly habit that drives it
- Identity goal: “I am the kind of person who...”

4. The Big 3: If you could only accomplish 3 goals this year, which 3 would change your life most?

5. Quarterly breakdown: What to focus on each quarter

6. Monthly milestones: Checkpoints for the Big 3

7. Weekly rhythm: What your ideal week looks like

8. Support systems: Accountability, tools, and people needed

9. Obstacles: The 3 most likely barriers and pre-planned responses

10. Review schedule: When and how to review progress

Write your goals as if they’re already done: “By December 31, I have...” — present tense creates psychological commitment.

PRO TIP: Write your goals on paper and review them every Sunday evening — digital goals disappear in the noise, but a physical list you touch weekly stays alive.

RECOMMENDED TOOL: Claude — creates the most thoughtful, psychologically grounded goal-setting frameworks.

PROMPT #372: Quarterly Review Template

WHEN TO USE: *Use when doing a quarterly check-in on your goals and priorities.

THE PROMPT:

You are a personal performance coach. Guide me through a quarterly review.

Quarter just completed: [Q1/Q2/Q3/Q4]

Original goals for this quarter: [LIST THEM]

Current life context: [ANY MAJOR CHANGES SINCE GOALS WERE SET]

Quarterly review structure:

1. Wins: List every accomplishment, big and small (celebrate before critiquing)
2. Misses: Goals not hit — what happened? (diagnosis, not judgment)
3. Surprises: What happened that you didn't plan for?
4. Lessons: Top 3 things you learned this quarter
5. Metrics check: Rate each goal area 1-10 (compare to last quarter)
6. Energy audit: What gave you energy vs. what drained you?
7. Relationship check: Who did you invest in? Who did you neglect?
8. Systems check: What routines worked? What broke down?
9. Next quarter priorities: Top 3 goals based on what you've learned
10. One word: Summarize this quarter in one word. Why that word?

Adjustment decision for each original goal:

- KEEP: On track, continue as-is
- MODIFY: Right direction, needs adjustment
- DROP: No longer relevant or important
- ADD: New goal based on this quarter's learnings

Time required: 60-90 minutes of honest reflection.

PRO TIP: Block 2 hours on your calendar for quarterly reviews — treat it like a meeting with your most important client (which is your future self).

RECOMMENDED TOOL: Claude — creates structured, honest quarterly review frameworks.

PROMPT #373: Weekly Planning System

WHEN TO USE: *Use when you want a consistent weekly planning practice that keeps you focused.

THE PROMPT:

You are a productivity systems designer. Build a weekly planning system for me.

My work: [WHAT I DO]

Weekly hours: [AVAILABLE HOURS]

Biggest time challenge: [WHAT DERAILS MY WEEKS]
Planning preference: [DIGITAL / PAPER / HYBRID]
Current system: [WHAT I USE NOW — if anything]
Weekly planning system:
1. Weekly review (Sunday or Friday, 30 min):
   - Review last week: What got done? What didn't? Why?
   - Check calendar: What's committed next week?
   - Check goals: What moves my quarterly goals forward?
   - Top 3: Choose the 3 most important outcomes for the week
   - Schedule deep work blocks for the Top 3
2. Daily planning (5 min each morning):
   - Today's #1 priority (the ONE thing that makes today a win)
   - Time blocks: Map tasks to specific hours
   - Buffer: Leave 20% unscheduled for unexpected work
3. Daily close (5 min each evening):
   - Did I complete my #1? If not, what blocked me?
   - Tomorrow's #1 priority (set it tonight so morning is frictionless)
   - Inbox zero pass
4. Weekly template: Hour-by-hour model week showing recurring blocks
5. Emergency protocol: What to do when the whole week goes sideways
6. Tools: Specific app/notebook setup with configuration details

The system should take less than 45 minutes total per week to operate. If it takes more, it won't survive.

PRO TIP: Your weekly planning system is only as good as your commitment to the Top 3 — if you have more than 3 priorities, you have zero priorities.

RECOMMENDED TOOL: Claude — designs practical, sustainable planning systems.

PROMPT #374: Daily Prioritization Method

WHEN TO USE: *Use when you‘re overwhelmed with tasks and need to decide what actually matters today.

THE PROMPT:

You are a time management expert. Help me prioritize my day.

Today’s task list:

[LIST EVERYTHING ON YOUR PLATE]

Deadlines: [ANY HARD DEADLINES TODAY]

Energy level: [HIGH / MEDIUM / LOW]

Meetings: [WHAT’S ALREADY SCHEDULED]

Big goal this week: [WHAT I’M WORKING TOWARD]

Prioritization framework:

1. Eisenhower filter: Categorize every task:
   - URGENT + IMPORTANT: Do first
   - IMPORTANT + NOT URGENT: Schedule (this is where life-changing work lives)
   - URGENT + NOT IMPORTANT: Delegate or batch
   - NEITHER: Delete or defer
2. The MIT method: Choose your 3 Most Important Tasks
   - MIT 1: [THE ONE THING] — if only one task gets done, this one
   - MIT 2: Important but less critical
   - MIT 3: Meaningful progress
3. Time-blocking: Map your MITs to your energy:
   - Peak energy (usually morning): MIT 1 (deep work, no interruptions)
   - Moderate energy: MIT 2 and MIT 3
   - Low energy (usually afternoon): Admin, email, routine tasks
4. The “Not Today” list: Tasks you’re consciously choosing NOT to do today (and when you will)
5. End-of-day review question: “Did I work on what mattered, or just what was loudest?”

PRO TIP: Do your most important task FIRST before checking email — email is other people’s priorities, and once you open it, your agenda is hijacked.

RECOMMENDED TOOL: Claude — creates clear, actionable daily prioritization.

PROMPT #375: Habit Tracking Framework

WHEN TO USE: *Use when you want a system to track and maintain multiple habits consistently.

THE PROMPT:

You are a behavioral design specialist. Create a habit tracking system for me.

Habits I want to track:

1. [HABIT 1] — [DAILY / WEEKLY] — [TIME OF DAY]
2. [HABIT 2] — [FREQUENCY] — [TIME]
3. [HABIT 3] — [FREQUENCY] — [TIME]
4. [HABIT 4] — [FREQUENCY] — [TIME]
5. [HABIT 5] — [FREQUENCY] — [TIME]

Preferred tracking method: [APP / SPREADSHEET / PAPER / CALENDAR]

Design:

1. Tracker layout: Visual format for recording completions
2. Minimum viable version: For each habit, what's the smallest version that still counts?
3. Streaks: How to track consecutive completions (and why they matter)
4. Miss protocol: What to do when you break a streak (never miss twice in a row)
5. Weekly review: Sunday check-in template
6. Monthly review: Pattern analysis (which days/times are hardest?)
7. Reward system: Small celebrations at milestone streaks (7, 21, 30, 60, 90 days)
8. Accountability: How to create external accountability
9. Habit stacking: How habits connect to each other in your routine
10. Scaling plan: When and how to increase habit difficulty

Start with no more than 3 habits. Add a 4th only when the first 3 are automatic (usually 30+ days).

PRO TIP: Track habits with a simple binary — done or not done. Complex scoring systems create tracking fatigue and you'll abandon the system within 2 weeks.

RECOMMENDED TOOL: Claude — designs sustainable, psychology-informed tracking systems.

PROMPT #376: Milestone Mapping Tool

WHEN TO USE: *Use when you have a big goal and need to break it into achievable milestones.

THE PROMPT:

You are a goal achievement strategist. Break [MY BIG GOAL] into a milestone map.

The big goal: [WHAT I WANT TO ACHIEVE]

Deadline: [WHEN]

Starting point: [WHERE I AM NOW]

Resources: [TIME, MONEY, SUPPORT AVAILABLE]

Milestone map:

1. Work backward from the goal: What must be true at each stage?
   - Goal achieved: [FINAL STATE]
   - 75% milestone: [WHAT THIS LOOKS LIKE]
   - 50% milestone: [WHAT THIS LOOKS LIKE]
   - 25% milestone: [WHAT THIS LOOKS LIKE]
   - First win: [THE SMALLEST MEANINGFUL PROGRESS — achievable in week 1]
2. For each milestone:
   - Date target
   - Specific deliverable or metric
   - What needs to happen to reach it
   - Potential obstacles at this stage
   - How to celebrate reaching it

3. Dependencies: What must happen before what?

4. Critical path: The sequence of milestones that determines total timeline

5. Buffer: Where to build in slack for setbacks

6. Leading indicators: Early signals that you're on or off track

7. Accountability check-in schedule: When to evaluate progress

Visualize this as a timeline with milestone markers and current position indicator.

PRO TIP: Celebrate EVERY milestone, not just the final goal — the dopamine from celebrating small wins is what fuels the motivation to reach big ones.

RECOMMENDED TOOL: Claude — creates motivating, realistic milestone breakdowns.

PROMPT #377: Accountability System Builder

WHEN TO USE: *Use when you struggle with follow-through and need external accountability.

THE PROMPT:

You are a behavioral accountability expert. Design an accountability system for [MY GOAL].

Goal: [WHAT I'M TRYING TO ACCOMPLISH]

My history: [PATTERN OF SUCCESS OR FAILURE WITH ACCOUNTABILITY]

What I've tried: [PAST ACCOUNTABILITY METHODS AND WHY THEY FAILED]

Preference: [SOLO / PARTNER / GROUP / PUBLIC]

Accountability system:

1. Self-accountability:

- Implementation intentions: "When [SITUATION], I will [BEHAVIOR]"

- Pre-commitment: How to make it hard to quit (financial bet, public pledge, calendar blocks)

- Environment design: Make the right behavior easy and the wrong behavior hard

2. Partner accountability:

- Accountability partner criteria: Who to choose and who to avoid
- Check-in structure: What to share, how often, what format
- Script: What to say in a check-in (report → reflect → commit)

3. Public accountability:

- Where to share progress (social media, community, blog)
- What to share (enough to create commitment, not so much it feels like the work is done)

4. System accountability:

- Tools and apps: Automated reminders, streaks, consequences
- Tracking dashboard: What to measure

5. Escalation: If I miss [X] consecutive check-ins, then [CONSEQUENCE]

Match the accountability level to the goal importance. Low-stakes goals need light accountability. Life-changing goals need serious systems.

PRO TIP: The strongest accountability is a commitment you've already paid for — a prepaid trainer, a non-refundable course, or money you'll lose if you don't follow through.

RECOMMENDED TOOL: Claude — designs multi-layered accountability systems.

PROMPT #378: Personal Vision Statement

WHEN TO USE: *Use when you want to articulate what your ideal life and career look like.

THE PROMPT:

You are a life design coach. Help me craft a personal vision statement.

My current life: [BRIEF DESCRIPTION — career, relationships, location, lifestyle]

What's working: [WHAT I DON'T WANT TO CHANGE]

What's not working: [WHAT I WANT TO CHANGE]

Values I hold most dear: [TOP 5 VALUES]

What I’d do with unlimited resources: [DREAM SCENARIO]

Vision statement creation process:

1. Free writing prompts (answer each in 3–5 sentences):
   - “Five years from now, a perfect Tuesday looks like...”
   - “I feel most alive when I’m...”
   - “The impact I want to have on the world is...”
   - “The people around me would describe me as...”
   - “I want to be remembered for...”
2. Pattern identification: What themes emerge from your answers?
3. Vision statement draft: Combine themes into a 1-paragraph personal vision (present tense, as if already true)
4. Refinement: 3 versions:
   - Aspirational: The boldest version
   - Grounded: The realistic version
   - Integrated: The best of both
5. Test: Does reading this statement make you feel energized and slightly scared? If not, it’s not ambitious enough.
6. Application: How to use your vision statement in daily decisions (“Does this choice move me toward or away from my vision?”)

PRO TIP: Review your vision statement monthly and revise it annually — you’re not the same person you were a year ago, and your vision should grow with you.

RECOMMENDED TOOL: Claude — guides the most authentic, meaningful vision creation process.

PROMPT #379: Values Clarification Exercise

WHEN TO USE: *Use when you want to identify your core values to guide major life and career decisions.

THE PROMPT:

You are a values-based coaching specialist. Guide me through a values clarification exercise.

Context for this exercise: [WHY NOW — career decision, life transition, feeling lost, seeking alignment]

Exercise structure:

1. Peak experiences: Describe 3 moments in your life when you felt most fulfilled, proud, or alive. For each: What were you doing? Who were you with? Why did it matter?

2. Anger inventory: What makes you angry or frustrated about the world? (Anger often points to violated values)

3. Admiration inventory: Who do you admire most? What specific qualities do they have?

4. Values identification: From the patterns above, identify 10 candidate values from this list (or add your own):

Achievement, Adventure, Authenticity, Autonomy, Balance, Community, Compassion, Courage, Creativity, Curiosity, Excellence, Fairness, Faith, Family, Freedom, Growth, Health, Honesty, Humor, Impact, Independence, Integrity, Justice, Kindness, Knowledge, Leadership, Legacy, Love, Loyalty, Mastery, Nature, Peace, Power, Purpose, Recognition, Security, Service, Simplicity, Spirituality, Stability, Tradition, Wealth, Wisdom

5. Forced ranking: Reduce 10 to 5 core values through elimination pairs ("If I could only have one, which would I choose?")

6. Values definitions: For each of your top 5, write YOUR definition (not the dictionary's)

7. Alignment audit: Rate how well your current life aligns with each value (1-10)

8. One change: For each value with a low alignment score, identify one specific change to improve it

PRO TIP: Your values don't change often — once you've identified them clearly, they become a decision-making shortcut that saves you from agonizing over every major choice.

RECOMMENDED TOOL: Claude — guides the deepest, most honest values exploration.

PROMPT #380: Life Audit Framework

WHEN TO USE: *Use when you want to step back and honestly assess every area of your life.

THE PROMPT:

You are a holistic life coach. Guide me through a comprehensive life audit.

Trigger: [WHY I'M DOING THIS — transition, milestone birthday, feeling stuck, annual review]

Honesty level: [BE GENTLE / BE HONEST / BE RUTHLESSLY HONEST]

Life audit framework:

Rate each area 1-10, then answer the reflection question:

1. Career & Purpose (___/10)
   "Am I doing work that matters to me, or just work that pays?"
2. Financial Health (___/10)
   "Am I building the financial future I want, or just surviving?"
3. Physical Health (___/10)
   "If I continue my current habits for 10 years, where does my health end up?"
4. Mental & Emotional Health (___/10)
   "How often do I feel at peace vs. anxious, and what drives each?"
5. Romantic Relationship (___/10)
   "Is this relationship growing, maintaining, or declining?"
6. Family Relationships (___/10)
   "Am I investing in the relationships that will matter most at the end of my life?"
7. Friendships & Community (___/10)
   "Do I have people I can call at 2 AM? Am I that person for someone?"
8. Personal Growth (___/10)
   "Am I becoming more interesting, capable, and wise — or just older?"
9. Fun & Adventure (___/10)
   "When was the last time I did something for the first time?"
10. Environment (___/10)
   "Does my physical space energize me or drain me?"

Synthesis:

- Areas of strength (7+): Protect these. They're your foundation.
- Areas of concern (4-6): Choose ONE to improve this quarter.
- Areas of crisis (1-3): These need attention NOW.

The one question: "If nothing changes, where am I in 5 years?" If the answer frightens you, that's your most important data point.

PRO TIP: Do this audit on your birthday every year — it becomes a profound personal tradition that tracks your growth over decades.

RECOMMENDED TOOL: Claude — creates the most honest, compassionate self-assessment frameworks.

PROMPT #381: Workout Plan Generator

WHEN TO USE: *Use when you need a structured exercise program tailored to your goals and constraints.

THE PROMPT:

You are a certified personal trainer and exercise physiologist. Create a workout plan for [ME].

My details:

- Current fitness level: [BEGINNER / INTERMEDIATE / ADVANCED]
- Goal: [BUILD MUSCLE / LOSE FAT / IMPROVE ENDURANCE / GENERAL FITNESS / TRAIN FOR EVENT]
- Available equipment: [GYM / HOME WITH DUMBBELLS / BODYWEIGHT ONLY / SPECIFIC EQUIPMENT]
- Days per week: [NUMBER]
- Time per session: [MINUTES]
- Injuries or limitations: [ANY PHYSICAL RESTRICTIONS]
- Age and gender: [FOR APPROPRIATE PROGRAMMING]

Create:

1. Weekly split: Which muscle groups/movement patterns each day
2. Each workout session:
   - Warm-up (5 min): Specific movements
   - Main work: Exercise name, sets × reps, rest periods, RPE (intensity)

- Cool-down (5 min): Stretching routine

3. Progression plan: How to increase difficulty week over week

4. Deload week: When and how to reduce volume for recovery

5. Substitutions: Alternative exercises for each movement if equipment isn't available

6. Tracking template: What to log each session

4-week program with progressive overload built in.

Disclaimer: Consult a physician before starting any exercise program.

PRO TIP: Start lighter than you think you should — perfect form at moderate weight builds more muscle and prevents more injuries than heavy weight with poor form.

RECOMMENDED TOOL: Claude — creates detailed, properly periodized training programs.

PROMPT #382: Meal Planning Assistant

WHEN TO USE: *Use when you need a structured meal plan that matches your nutritional goals.

THE PROMPT:

You are a registered dietitian. Create a [NUMBER]-day meal plan for [ME].

Goals: [WEIGHT LOSS / MUSCLE GAIN / MAINTENANCE / HEALTH IMPROVEMENT]

Calorie target: [AMOUNT — or ask me to calculate based on your stats]

Dietary restrictions: [ALLERGIES, VEGETARIAN, VEGAN, KETO, GLUTEN-FREE, OTHER]

Preferences: [FOODS I ENJOY, FOODS I DISLIKE]

Cooking skill: [MINIMAL / MODERATE / ADVANCED]

Prep time: [MAX MINUTES PER MEAL]

Budget: [PER WEEK]

Household: [COOKING FOR HOW MANY PEOPLE]

Create:

1. Daily meal plan: Breakfast, lunch, dinner, 2 snacks

2. For each meal: Recipe name, ingredients with amounts, prep time, macros (protein/carbs/fat/calories)

3. Grocery list: Organized by store section

4. Meal prep guide: What to prepare in advance on Sunday

5. Substitution options: Alternatives for each meal

6. Daily macro totals: Ensure targets are met

7. Hydration plan: Water intake recommendation

8. Supplement considerations: Based on any gaps in the meal plan

Every meal should be something a real person would actually enjoy eating — nutrition compliance depends on food tasting good.

Disclaimer: Consult a healthcare provider for medical dietary needs.

PRO TIP: Prep proteins and grains on Sunday in bulk — having cooked chicken, rice, and roasted vegetables ready makes weeknight assembly take 5 minutes instead of 45.

RECOMMENDED TOOL: Claude — creates practical, enjoyable meal plans with proper nutrition.

PROMPT #383: Meditation & Mindfulness Guide

WHEN TO USE: *Use when you want to start or deepen a meditation practice.

THE PROMPT:

You are a meditation teacher with training in multiple traditions. Create a personalized meditation guide for [ME].

Experience: [NEVER MEDITATED / TRIED BUT DIDN’T STICK / REGULAR PRACTICE WANTING TO DEEPEN]

Goal: [REDUCE STRESS / IMPROVE FOCUS / BETTER SLEEP / EMOTIONAL REGULATION / SPIRITUAL GROWTH]

Time available: [MINUTES PER DAY]

Preference: [GUIDED / SILENT / MOVEMENT-BASED / BREATHING-FOCUSED]

Challenges: [RACING THOUGHTS / CAN’T SIT STILL / FALL ASLEEP / BOREDOM]

Create:

1. Starter practice: A specific 5-minute meditation script (word-for-word)

2. Progressive plan: Week 1 through Week 8, gradually building duration and depth

3. Technique menu: 5 different techniques to try, each with:
   - Name and tradition
   - Step-by-step instructions
   - Best for (which goal)
   - Duration: 5/10/15/20 minute versions

4. Troubleshooting: Solutions for each common challenge

5. Integration: How to bring mindfulness into daily activities (not just formal sitting)

6. Tracking: Simple journal template to note observations

7. Resources: Apps, books, and teachers for further exploration

Approach with warmth and zero dogma. This is a practical skill, not a religious requirement.

PRO TIP: Meditate at the same time every day — attaching it to an existing habit (right after morning coffee, right before bed) makes it automatic rather than a decision.

RECOMMENDED TOOL: Claude — creates accessible, non-dogmatic meditation guidance.

PROMPT #384: Sleep Optimization Plan

WHEN TO USE: *Use when you want to improve your sleep quality, duration, or consistency.

THE PROMPT:

You are a sleep scientist. Create a sleep optimization plan for [ME].

Current sleep:

- Bedtime: [WHEN I GO TO BED]
- Wake time: [WHEN I WAKE UP]
- Sleep quality: [GOOD / FAIR / POOR]

- Problems: [CAN’T FALL ASLEEP / WAKE UP AT NIGHT / WAKE TOO EARLY / DON’T FEEL RESTED]
- Screen habits: [PHONE/TV BEFORE BED?]
- Caffeine: [WHEN IS YOUR LAST CAFFEINE?]
- Exercise: [WHEN DO YOU EXERCISE?]
- Stress level: [LOW / MODERATE / HIGH]

Optimization plan:

1. Sleep schedule: Recommended consistent bed/wake times
2. Evening routine: Hour-by-hour guide for the 2 hours before bed
3. Environment: Temperature, light, sound, and bedding recommendations
4. Nutrition timing: What to eat/avoid and when
5. Caffeine cutoff: Based on your sensitivity
6. Screen protocol: Blue light management strategy
7. Wind-down activities: 5 alternatives to screen time
8. If you can’t sleep: What to do instead of lying there frustrated
9. Tracking: Simple sleep diary template
10. When to see a doctor: Red flags that need professional assessment

2-week implementation plan — change one thing per week, not everything at once.

Disclaimer: Persistent sleep issues may need medical evaluation.

PRO TIP: The single most impactful sleep change is a consistent wake time — set an alarm for the same time every day including weekends, and your body will start getting sleepy at the right time naturally.

RECOMMENDED TOOL: Claude — creates evidence-based, practical sleep plans.

PROMPT #385: Stress Management Toolkit

WHEN TO USE: *Use when stress is affecting your wellbeing and you need practical coping strategies.

THE PROMPT:

You are a clinical psychologist specializing in stress management. Build a personalized stress management toolkit for [ME].

Stress sources: [WORK / RELATIONSHIPS / FINANCIAL / HEALTH / LIFE TRANSITION / MULTIPLE]

Stress level: [MODERATE / HIGH / OVERWHELMING]

Current coping: [WHAT I CURRENTLY DO — healthy and unhealthy]

Time available: [HOW MUCH TIME CAN I DEDICATE TO STRESS MANAGEMENT]

Preferences: [PHYSICAL / MENTAL / SOCIAL / CREATIVE APPROACHES]

Toolkit:

1. Immediate relief (under 5 minutes):
   - 3 breathing techniques with step-by-step instructions
   - 2 grounding exercises for acute stress moments
   - 1 cognitive reframing technique
2. Daily practices (15–30 minutes):
   - Morning stress prevention routine
   - Midday reset practice
   - Evening wind-down
3. Weekly practices (longer-term resilience):
   - Exercise recommendation
   - Social connection plan
   - Reflection/journaling prompts (5 prompts)
4. Stress audit: Framework for identifying and addressing root causes
5. Boundary assessment: Where boundaries would reduce stress
6. Professional support: When and how to seek help

Everything must be practical and doable. Telling a stressed person to “just relax” is useless — give specific, actionable steps.

Note: If you’re experiencing a mental health crisis, please reach out to a crisis helpline or mental health professional.

PRO TIP: The most effective stress management technique is the one you’ll actually do — pick ONE practice from this toolkit and do it daily for 2 weeks before adding another.

RECOMMENDED TOOL: Claude — creates empathetic, evidence-based stress management plans.

PROMPT #386: Habit Building System

WHEN TO USE: *Use when you want to build a new positive habit or break a negative one.

THE PROMPT:

You are a behavioral psychologist specializing in habit formation. Help me build (or break) a habit.

The habit: [WHAT I WANT TO START/STOP DOING]

Why it matters: [HOW THIS AFFECTS MY LIFE]

Past attempts: [WHAT I'VE TRIED AND WHY IT DIDN'T STICK]

Current routine: [MY DAILY SCHEDULE AND EXISTING HABITS]

Motivation level: [HIGH BUT INCONSISTENT / LOW / HIGH AND SUSTAINED]

Build the system:

1. Habit design (using Atomic Habits framework):
   - Cue: When and where will this habit trigger?
   - Craving: What reward am I associating with this?
   - Response: The smallest version of the habit (2-minute rule)
   - Reward: Immediate satisfaction after doing it

2. Habit stacking: Attach to an existing habit ("After I [EXISTING HABIT], I will [NEW HABIT]")

3. Environment design: How to make the habit obvious and easy

4. Friction management: How to make bad habits harder

5. Tracking method: Simple tracking system

6. Accountability: Who or what keeps you honest

7. Recovery plan: What to do when you miss a day (never miss twice)

8. Scaling plan: How to gradually increase from tiny to target habit

9. Identity shift: Reframe from "I'm trying to..." to "I'm the kind of person who..."

30-day plan with weekly milestones.

PRO TIP: Start so small it feels ridiculous — ‘meditate for 1 minute’ or ‘do 1 pushup’ — because the goal isn’t the habit itself, it’s building the identity of someone who does it every day.

RECOMMENDED TOOL: Claude — applies behavioral science to create lasting habit systems.

PROMPT #387: Energy Management Framework

WHEN TO USE: *Use when your energy levels are inconsistent and you want to optimize when and how you work.

THE PROMPT:

You are a performance coach specializing in energy management. Help me optimize my daily energy.

My situation:

- Work type: [KNOWLEDGE WORK / CREATIVE / PHYSICAL / MIXED]

- Work hours: [SCHEDULE]

- Energy pattern: [MORNING PERSON / NIGHT OWL / INCONSISTENT]

- Energy crashes: [WHEN DO I FEEL MOST DRAINED]

- Sleep quality: [GOOD / FAIR / POOR]

- Exercise: [CURRENT ACTIVITY LEVEL]

- Nutrition: [EATING PATTERN]

- Biggest energy drain: [WHAT DEPLETES ME MOST]

Energy optimization plan:

1. Energy audit: Map my current energy across a typical day (hour by hour)

2. Peak performance windows: When to schedule deep work, meetings, creative tasks, admin

3. Nutrition timing: What and when to eat for sustained energy

4. Movement breaks: Specific 5-minute activities to restore energy

5. Recovery blocks: Strategic rest periods built into the day

6. Energy-giving vs. energy-draining tasks: Categorize and batch accordingly

7. Digital energy management: When to check email, social, messages

8. Weekend recovery: How to truly recharge (not just collapse)

9. Seasonal adjustment: How to adapt for seasonal energy changes

10. Red flags: Warning signs of burnout and what to do

Design a model day, a model week, and a “low energy day” emergency protocol.

PRO TIP: Protect your first 90 minutes of the day for your most important work — willpower and focus decline through the day, so do the hardest thing first.

RECOMMENDED TOOL: Claude — creates personalized energy management systems.

PROMPT #388: Nutrition Research Helper

WHEN TO USE: *Use when you want evidence-based information about nutrition for a specific health goal.

THE PROMPT:

You are a nutrition scientist. Help me understand the evidence-based nutritional approach for [HEALTH GOAL].

My goal: [WEIGHT LOSS / MUSCLE GAIN / GUT HEALTH / HEART HEALTH / BLOOD SUGAR / ENERGY / INFLAMMATION / LONGEVITY]

Current diet: [BRIEF DESCRIPTION]

Restrictions: [ALLERGIES, PREFERENCES, MEDICAL CONDITIONS]

Confusing claims I’ve heard: [SPECIFIC NUTRITION CLAIMS I’M UNSURE ABOUT]

Provide:

1. Evidence summary: What the scientific consensus says about nutrition for this goal

2. Key nutrients: The specific nutrients that matter most and why

3. Foods to prioritize: Specific foods with the strongest evidence

4. Foods to limit: What to reduce and why (with nuance — not fear-based)

5. Meal timing: Does when you eat matter for this goal? What does evidence say?

6. Supplements: Which have evidence, which are marketing hype

7. Common myths: Debunk 3 popular nutrition myths about this topic

8. Practical implementation: How to actually do this in real life

9. What we don't know: Where the science is still unclear (intellectual honesty)

10. Sources: Types of studies this is based on (meta-analyses vs. single studies)

Be evidence-based, not dogmatic. Nutrition science is evolving — present what we know, what we think, and what we're unsure about.

Disclaimer: This is educational, not medical advice. Consult a healthcare provider for personal dietary guidance.

PRO TIP: Focus on what to ADD to your diet, not just what to remove — adding vegetables, protein, and fiber naturally displaces less nutritious foods without the deprivation mindset.

RECOMMENDED TOOL: Claude — provides nuanced, evidence-based nutrition guidance without dogma.

PROMPT #389: Fitness Goal Setting Tool

WHEN TO USE: *Use when you want to set realistic, motivating fitness goals with a clear path to achieve them.

THE PROMPT:

You are a sports psychologist and fitness coach. Help me set effective fitness goals.

Where I am now:

- Current fitness: [HONEST SELF-ASSESSMENT]

- Exercise history: [CONSISTENT / ON-AND-OFF / JUST STARTING]

- Key metrics: [WEIGHT, MILE TIME, MAX LIFTS, OR "DON'T KNOW"]

- What I enjoy: [TYPES OF MOVEMENT I LIKE]

- What I avoid: [WHAT I DISLIKE OR AM INTIMIDATED BY]

Where I want to be:

- Dream goal: [THE BIG VISION]
- Timeframe: [WHEN I WANT TO ACHIEVE IT]
- Why: [WHAT MOTIVATES ME — be honest]

Create:

1. Reality check: Is this goal realistic in this timeframe? Honest assessment.
2. SMART goal: Rewrite the dream as a Specific, Measurable, Achievable, Relevant, Time-bound goal
3. Milestone breakdown: Monthly checkpoints from now to goal date
4. Process goals: Daily/weekly actions that lead to the outcome goal
5. Minimum viable plan: The bare minimum to make progress on hard days
6. Measurement plan: What to track and how often
7. Motivation strategy: How to stay committed when excitement fades
8. Setback plan: How to handle injuries, plateaus, and missed weeks
9. Accountability: System for staying on track
10. Celebration plan: How to reward each milestone (not just the final goal)

Be encouraging but honest. False hope leads to quitting faster than realistic expectations.

PRO TIP: Set a process goal (‘exercise 4 days per week’) alongside your outcome goal (‘lose 20 pounds’) — you can control the process even when the outcome fluctuates.

RECOMMENDED TOOL: Claude — creates realistic, motivating fitness goal frameworks.

PROMPT #390: Wellness Check-In Template

WHEN TO USE: *Use when you want a structured way to regularly assess your overall wellbeing.

THE PROMPT:

You are a holistic wellness coach. Create a weekly wellness check-in template for me.

My wellness priorities: [WHICH AREAS MATTER MOST RIGHT NOW]

Check-in frequency: [WEEKLY / BIWEEKLY]

Preferred format: [JOURNAL / DIGITAL / RATING SCALE / REFLECTION QUESTIONS]

Weekly check-in template:

Rate each area (1-10) and answer the reflection question:

1. Physical health: Energy level, sleep quality, nutrition, exercise
   Reflection: “My body is telling me it needs...”
2. Mental health: Stress level, mood, anxiety, clarity
   Reflection: “The thought pattern I noticed most this week was...”
3. Relationships: Connection, support, conflict, loneliness
   Reflection: “The relationship that needs my attention is...”
4. Work/purpose: Fulfillment, progress, stress, meaning
   Reflection: “What gave me energy at work vs. what drained me...”
5. Joy/play: Fun, laughter, hobbies, adventure
   Reflection: “I felt most alive when...”
6. Growth: Learning, challenges, discomfort, expansion
   Reflection: “I’m growing in...”

Weekly summary:

- Top 3 wins this week
- Biggest challenge and how I handled it
- One thing I want to do differently next week
- Gratitude: 3 specific things

Monthly review: Compare weekly scores to spot trends and adjust priorities.

PRO TIP: Don’t aim for 10/10 in every area — a sustainable life has seasons where some areas get more attention than others. The check-in helps you notice when an area has been neglected too long.

RECOMMENDED TOOL: Claude — creates thoughtful, sustainable wellness frameworks.

PROMPT #391: Personal Budget Builder

WHEN TO USE: *Use when you need to create a personal or household budget from scratch.

THE PROMPT:

You are a certified financial planner. Help me build a personal budget.

My financial situation:

- Monthly income (after tax): [AMOUNT]
- Income type: [SALARY / FREELANCE / VARIABLE / MULTIPLE SOURCES]
- Current savings: [AMOUNT]
- Debt: [LIST DEBTS WITH AMOUNTS AND INTEREST RATES]
- Financial goals: [EMERGENCY FUND / DEBT PAYOFF / SAVE FOR HOME / RETIREMENT / TRAVEL]
- Household: [SINGLE / COUPLE / FAMILY SIZE]

Build my budget using the 50/30/20 framework (adjusted to my situation):

1. Needs (50%): Housing, utilities, groceries, insurance, minimum debt payments, transportation
2. Wants (30%): Dining, entertainment, subscriptions, shopping, hobbies
3. Savings & debt (20%): Emergency fund, extra debt payments, retirement, goals

For each category:

- Recommended allocation (dollar amount)
- Typical benchmarks (what's normal)
- Where I might be overspending
- Where I can cut painlessly

Also provide:

- Monthly budget template (all line items)
- Bill calendar: When each payment is due
- Automation plan: What to automate and where
- Review cadence: Monthly check-in process
- Adjustment triggers: When to update the budget

Disclaimer: This is educational guidance, not professional financial advice.

PRO TIP: Automate transfers to savings accounts on payday — money you never see in your checking account is money you never spend.

RECOMMENDED TOOL: Claude — creates comprehensive, realistic personal budgets.

PROMPT #392: Debt Payoff Strategy Planner

WHEN TO USE: *Use when you have multiple debts and need a strategic plan to pay them off.

THE PROMPT:

You are a debt elimination strategist. Create a payoff plan for my debts.

My debts:

- [DEBT 1]: Balance [AMOUNT], Interest rate [%], Min payment [AMOUNT]
- [DEBT 2]: Balance [AMOUNT], Interest rate [%], Min payment [AMOUNT]
- [DEBT 3]: Balance [AMOUNT], Interest rate [%], Min payment [AMOUNT]

Monthly income: [AMOUNT]

Extra money available for debt payments: [AMOUNT ABOVE MINIMUMS]

Compare strategies:

1. Avalanche method: Pay highest interest first
   - Total interest paid
   - Time to debt-free
   - Monthly payment schedule
2. Snowball method: Pay smallest balance first
   - Total interest paid
   - Time to debt-free
   - Monthly payment schedule
3. Hybrid recommendation: Which is best for MY psychology and math

Also provide:

- Month-by-month payoff schedule with running balances
- Motivation milestones: When each debt hits $0
- Acceleration opportunities: How to find extra money

- Balance transfer or refinance analysis: Could I save money by consolidating?

- Emergency protocol: What to do if income drops during the payoff plan

Disclaimer: Not financial advice. Consult a financial professional for your specific situation.

PRO TIP: Pay minimums on everything except your target debt — and throw every extra dollar at that one debt until it's gone. The focus is what creates momentum.

RECOMMENDED TOOL: Claude — creates detailed payoff schedules with clear math.

PROMPT #393: Investment Research Framework

WHEN TO USE: *Use when you want to evaluate an investment opportunity or build an investment strategy.

THE PROMPT:

You are an investment research analyst. Help me research and evaluate [INVESTMENT TYPE].

Investment: [STOCKS / BONDS / REAL ESTATE / INDEX FUNDS / CRYPTO / BUSINESS / OTHER]

My situation:

- Investment amount: [HOW MUCH]

- Time horizon: [SHORT-TERM < 3 YRS / MEDIUM 3-10 / LONG-TERM 10+]

- Risk tolerance: [CONSERVATIVE / MODERATE / AGGRESSIVE]

- Current portfolio: [WHAT I ALREADY OWN]

- Knowledge level: [BEGINNER / INTERMEDIATE / ADVANCED]

Research framework:

1. Asset class overview: What this investment is and how it works

2. Historical performance: Long-term returns, volatility, drawdowns

3. Risk analysis: What could go wrong (specific scenarios, not vague warnings)

4. Correlation: How this relates to what I already own (diversification benefit?)

5. Cost analysis: Fees, taxes, transaction costs, hidden expenses

6. Liquidity: How quickly can I access my money if needed?

7. Tax implications: Tax treatment of gains, dividends, distributions

8. Due diligence checklist: 10 questions to answer before investing

9. Portfolio fit: Where this belongs in my overall allocation

10. Action steps: How to actually make this investment (platform, account type, timing)

Disclaimer: This is educational research, not investment advice. Past performance doesn't guarantee future results. Consult a financial advisor.

PRO TIP: The most important investment decision isn't WHAT to buy — it's your asset allocation (stocks vs. bonds vs. cash ratio). Get that right first, then pick individual investments.

RECOMMENDED TOOL: Perplexity (for current data) + Claude (for analysis). Not financial advice.

PROMPT #394: Tax Planning Checklist

WHEN TO USE: *Use when you want to review tax-saving opportunities before year-end or during tax season.

THE PROMPT:

You are a tax strategist. Create a tax planning checklist for [MY SITUATION].

Filing status: [SINGLE / MARRIED FILING JOINTLY / HEAD OF HOUSEHOLD]

Income type: [W-2 / SELF-EMPLOYED / MIXED / INVESTMENT INCOME]

Approximate income: [RANGE]

State: [STATE FOR STATE TAX CONSIDERATIONS]

Significant life events this year: [MARRIAGE, HOME PURCHASE, BABY, JOB CHANGE, INHERITANCE, BUSINESS START]

Checklist organized by timing:

Before Year-End:
- Retirement contribution maximization (401k, IRA limits)
- Tax-loss harvesting opportunities
- Charitable giving strategies
- Flexible spending account usage
- Estimated tax payment review
- Business expense acceleration (if self-employed)
- Health savings account contribution

During Tax Season:
- Document gathering checklist (every form you'll need)
- Deduction inventory (itemized vs. standard analysis)
- Credit eligibility review
- Self-employment deduction review (if applicable)
- Home office deduction analysis
- Education credit/deduction review

Year-Round:
- Quarterly estimated payment schedule
- Recordkeeping system recommendation
- Tax professional selection criteria

For each item: What it is, who it applies to, potential savings, and action steps.

Disclaimer: Tax laws change frequently. Consult a tax professional for your specific situation.

PRO TIP: The biggest tax savings come from strategic timing — accelerating deductions into this year or deferring income to next year can make a significant difference.

RECOMMENDED TOOL: Claude — creates thorough tax planning checklists. Not tax advice.

PROMPT #395: Insurance Review Guide

WHEN TO USE: *Use when you want to evaluate whether your insurance coverage is adequate and cost-effective.

THE PROMPT:

You are an insurance advisor. Help me review my insurance coverage for gaps and optimization.

My situation:

- Age: [AGE]
- Family: [SINGLE / MARRIED / CHILDREN — AGES]
- Income: [ANNUAL INCOME]
- Assets: [HOME, CAR, SAVINGS, BUSINESS]
- Current coverage: [LIST CURRENT POLICIES AND APPROXIMATE PREMIUMS]
- Recent changes: [ANYTHING THAT AFFECTS INSURANCE NEEDS]

Review each type:

1. Health insurance: Coverage adequate? Deductible appropriate? HSA opportunity?
2. Auto insurance: Liability limits, collision/comprehensive, umbrella coverage
3. Homeowners/renters: Coverage amount, personal property, liability
4. Life insurance: Do I need it? How much? Term vs. whole?
5. Disability insurance: Short-term and long-term coverage
6. Umbrella policy: When it makes sense and how much
7. Business insurance (if applicable): What's needed for my business type

For each:

- Am I over-insured or under-insured?
- Recommended coverage levels with reasoning
- Cost optimization: How to reduce premiums without sacrificing protection
- Gaps: What risks am I not covered for?

Action items: Specific changes to make, in priority order.

Disclaimer: Insurance needs vary. Consult a licensed insurance professional for binding recommendations.

PRO TIP: Review all insurance annually and after every major life event — the coverage you needed at 25 is very different from what you need at 35 with a family and mortgage.

RECOMMENDED TOOL: Claude — creates comprehensive insurance reviews. Not insurance advice.

PROMPT #396: Retirement Projection Calculator

WHEN TO USE: *Use when you want to understand if you‘re on track for retirement.

THE PROMPT:

You are a retirement planning specialist. Help me project my retirement readiness.

Current situation:

- Age: [CURRENT AGE]
- Target retirement age: [WHEN I WANT TO RETIRE]
- Current retirement savings: [TOTAL ACROSS ALL ACCOUNTS]
- Monthly contributions: [HOW MUCH I’M SAVING]
- Employer match: [MATCH DETAILS]
- Other savings/investments: [NON-RETIREMENT ACCOUNTS]
- Expected Social Security: [IF KNOWN, OR “ESTIMATE”]
- Pension: [IF ANY]

Retirement vision:

- Desired annual spending in retirement: [AMOUNT — or “HELP ME ESTIMATE”]
- Where I plan to live: [LOCATION AND HOUSING SITUATION]
- Healthcare plan: [BEFORE AND AFTER MEDICARE AT 65]

Projection:

1. Retirement savings at target age (conservative, moderate, optimistic returns)
2. Annual income from savings (using 4% rule and alternatives)
3. Gap analysis: Shortfall or surplus vs. desired spending
4. Social Security estimate and optimization strategy
5. Healthcare cost projection
6. If there’s a gap: How much more to save monthly to close it

7. Sensitivity analysis: Impact of retiring 2 years earlier or later

8. Risk factors: Inflation, market downturns, longevity, healthcare costs

9. Action plan: Specific steps to improve retirement readiness

Show all assumptions clearly.

Disclaimer: These are projections, not guarantees. Consult a financial advisor for personalized retirement planning.

PRO TIP: The single most powerful retirement variable is your savings rate, not your investment returns — increasing savings by 5% of income has more impact than chasing an extra 1% return.

RECOMMENDED TOOL: Claude — creates clear retirement projections with honest assumptions.

PROMPT #397: Net Worth Tracker Setup

WHEN TO USE: *Use when you want to start tracking your net worth to measure financial progress.

THE PROMPT:

You are a personal finance coach. Help me set up a net worth tracking system.

My financial life:

- Bank accounts: [LIST — checking, savings, money market]

- Investment accounts: [401K, IRA, BROKERAGE, HSA]

- Real estate: [PROPERTY VALUES]

- Other assets: [VEHICLES, VALUABLES, BUSINESS EQUITY]

- Debts: [MORTGAGE, STUDENT LOANS, CAR LOANS, CREDIT CARDS, OTHER]

Create:

1. Asset inventory: Categorized list with current values

2. Liability inventory: All debts with balances and interest rates

3. Net worth calculation: Assets minus liabilities

4. Tracking template: Spreadsheet structure with all line items

5. Update schedule: Monthly tracking routine (what to check and update)

6. Benchmark: Where should my net worth be for my age and income?

7. Growth targets: Monthly and annual net worth growth goals

8. Levers: The 5 actions that would most increase my net worth

9. Visualization: How to chart net worth over time for motivation

10. Milestones: Net worth targets to celebrate

The goal: A 15-minute monthly ritual that shows me the complete picture of my financial health.

PRO TIP: Track your net worth monthly on the same date — the trend line matters more than any single month's number, and regular tracking makes you more intentional with money.

RECOMMENDED TOOL: Claude — creates organized, motivating financial tracking systems.

PROMPT #398: Expense Audit Tool

WHEN TO USE: *Use when you want to find hidden savings in your monthly spending.

THE PROMPT:

You are a personal finance optimizer. Audit my monthly expenses and find savings.

Monthly expenses (list everything):

[PASTE YOUR EXPENSE LIST — or describe your spending categories and approximate amounts]

Monthly income: [AMOUNT]

Savings goal: [HOW MUCH I WANT TO FREE UP]

Audit:

1. Category breakdown: Group expenses into needs, wants, and savings

2. Percentage analysis: What percentage of income goes to each category

3. Benchmark comparison: How does my spending compare to recommended percentages?

4. Subscription audit: List every recurring charge with amount, frequency, and "keep/cancel/downgrade" recommendation

5. Negotiation targets: Bills where calling to negotiate could save money (with script)

6. Switching opportunities: Where changing providers saves money

7. Behavioral wins: Spending habits that are costing me without adding joy

8. Painless cuts: Savings that won't affect my quality of life

9. Painful but worth it: Bigger cuts that require lifestyle adjustment

10. Total potential savings: Sum of all recommendations

Prioritize by: Easiest to implement first, then biggest impact.

Provide actual scripts for negotiating lower rates on insurance, internet, phone, and subscription services.

PRO TIP: Call every service provider annually and say 'I'd like to discuss my rate' — 70% of the time, you'll get a discount just for asking.

RECOMMENDED TOOL: Claude — creates thorough, practical expense audits.

PROMPT #399: Savings Goal Planner

WHEN TO USE: *Use when you're saving for something specific and need a plan to get there.

THE PROMPT:

You are a savings strategist. Help me create a savings plan for [GOAL].

Goal: [WHAT I'M SAVING FOR — house down payment, vacation, emergency fund, wedding, car, education]

Target amount: [HOW MUCH I NEED]

Deadline: [WHEN I NEED IT]

Current savings toward this goal: [AMOUNT SAVED SO FAR]

Monthly amount available: [WHAT I CAN SET ASIDE]

Savings plan:

1. Gap analysis: Amount needed, time remaining, monthly savings required

2. Reality check: Is this achievable with my current income? If not, options.

3. Savings vehicle: Where to keep this money (HYSA, CD, investment, etc.) based on timeline

4. Automation setup: Exact amounts and timing for automatic transfers

5. Acceleration strategies: 5 ways to save faster

6. Milestone map: Checkpoints showing progress (25%, 50%, 75%, 100%)

7. Celebration plan: Small rewards at each milestone

8. Setback protocol: What to do if unexpected expenses hit

9. Windfall plan: What to do with tax refunds, bonuses, or unexpected money

10. Tracking: Simple visual tracker to watch progress

Month-by-month projection: Show the savings balance growing from now to goal date.

PRO TIP: Name your savings account after the goal (‘House Down Payment’ or ‘Italy Trip’) — research shows named savings accounts are funded 30% faster than generic ones.

RECOMMENDED TOOL: Claude — creates motivating, realistic savings plans.

PROMPT #400: Financial Education Roadmap

WHEN TO USE: *Use when you want to improve your financial literacy and don‘t know where to start.

THE PROMPT:

You are a financial literacy educator. Create a learning roadmap for building financial knowledge.

My current level: [BEGINNER / SOME KNOWLEDGE / INTERMEDIATE]

My financial situation: [STUDENT / EARLY CAREER / MID-CAREER / APPROACHING RETIREMENT]

Biggest knowledge gap: [WHAT I DON’T UNDERSTAND]

Learning preference: [BOOKS / VIDEOS / PODCASTS / COURSES / ARTICLES]

Time available: [HOURS PER WEEK]

Learning roadmap:

Phase 1 — Foundations (Weeks 1–4):

- Budgeting and cash flow

- Saving and emergency funds

- Understanding debt and interest
- Resources: [3 specific recommendations]

Phase 2 — Building (Weeks 5–8):
- Investing basics: Stocks, bonds, index funds
- Retirement accounts: 401k, IRA, Roth
- Tax fundamentals
- Resources: [3 specific recommendations]

Phase 3 — Optimizing (Weeks 9–12):
- Insurance and protection
- Estate planning basics
- Tax optimization strategies
- Resources: [3 specific recommendations]

Phase 4 — Advanced (Ongoing):
- Real estate investing
- Advanced tax strategies
- Business finance
- Wealth building strategies

For each topic: What to learn, why it matters, one action to take immediately, and the best free resource.

Most important rule: Learn enough to make decisions, not so much that you're paralyzed by analysis.

PRO TIP: You don't need to master finance to manage it well — learning 20% of personal finance handles 80% of your financial decisions. Start with budgeting, index funds, and tax-advantaged accounts.

RECOMMENDED TOOL: Claude — creates accessible, jargon-free financial education paths.

PROMPT #401: Resume Optimization Tool

WHEN TO USE: *Use when updating your resume for a specific job application.

THE PROMPT:

You are a professional resume writer who has placed candidates at top companies. Optimize my resume for [TARGET ROLE].

Target role: [JOB TITLE AND COMPANY]

Job description: [PASTE KEY REQUIREMENTS]

My current resume:

"""

[PASTE CURRENT RESUME]

"""

Optimize:

1. Headline/summary: Rewrite to match the target role (not a generic objective)

2. Experience bullets: Rewrite each bullet using the CAR format (Challenge → Action → Result) with quantified results

3. Keywords: Identify keywords from the job description and integrate naturally

4. Skills section: Prioritize skills that match the job requirements

5. Format: Clean, ATS-friendly structure

6. Gaps: Identify any experience gaps and suggest how to address them

7. Cutting: Remove anything that doesn't support this specific application

8. Order: Arrange sections and bullets by relevance to this role

Provide:

- The optimized resume text

- Keyword match score: How well does the resume match the job description?

- Talking points: 3 stories to prepare for the interview based on resume highlights

Rules: No lies or exaggeration. Every claim must be defensible in an interview.

PRO TIP: Tailor your resume for EVERY application — a generic resume sent to 100 jobs gets fewer interviews than a tailored resume sent to 10.

RECOMMENDED TOOL: Claude — creates the most strategically optimized resumes.

PROMPT #402: Cover Letter Writer

WHEN TO USE: *Use when you need a compelling cover letter that complements (not repeats) your resume.

THE PROMPT:

You are a career communications expert. Write a cover letter for [YOUR NAME] applying to [POSITION] at [COMPANY].

The role: [JOB TITLE]

Company: [COMPANY AND WHAT THEY DO]

Why I want this specific role: [GENUINE REASON]

Why I want this specific company: [GENUINE REASON]

My strongest qualification: [THE #1 REASON THEY SHOULD HIRE ME]

A story that proves it: [BRIEF ACHIEVEMENT THAT DEMONSTRATES MY FIT]

Connection: [DO I KNOW ANYONE THERE? REFERRAL?]

Cover letter structure:

1. Opening: Why you're writing and a hook that makes them keep reading (NOT "I'm writing to apply for...")

2. The match: Connect your specific experience to their specific needs

3. The proof: One detailed story demonstrating your value (with measurable results)

4. The why: Why THIS company, THIS role — show you've researched them

5. The close: Confident, specific next step

Rules:

- Under 300 words (busy hiring managers won't read more)
- Never repeat the resume — add context and personality
- Every sentence must answer "Why should we interview THIS person?"
- Sound like a human, not a template
- No desperate language ("I would be honored" / "It would be a dream")

PRO TIP: The cover letter's job is to get the resume read. The resume's job is to get the interview. Don't try to do the interview's job in the cover letter.

RECOMMENDED TOOL: Claude — writes compelling, genuine cover letters that don't sound AI-generated.

PROMPT #403: Interview Preparation Coach

WHEN TO USE: *Use when preparing for a job interview and need comprehensive practice.

THE PROMPT:

You are a career coach who has prepared 500+ candidates for interviews. Help me prepare for an interview.

Role: [JOB TITLE]

Company: [COMPANY NAME]

Interview type: [PHONE SCREEN / VIDEO / IN-PERSON / PANEL / TECHNICAL / CASE]

Interviewer: [NAME AND ROLE IF KNOWN]

What I know about the process: [ANY INTEL ON THEIR INTERVIEW STYLE]

Prepare:

1. Company research brief: Key facts, recent news, culture, challenges, competitors

2. Role analysis: What they REALLY need (reading between the lines of the job description)

3. My value proposition: The 3 things I want them to remember about me

4. STAR stories: 5 prepared stories covering leadership, problem-solving, failure, collaboration, achievement

5. Common questions with my answers:
   - "Tell me about yourself" (90-second pitch)
   - "Why this company?"
   - "Why are you leaving your current role?"
   - "What's your biggest weakness?" (honest but strategic)

- “Where do you see yourself in 5 years?”

6. Behavioral questions: 5 likely behavioral questions with STAR answers

7. Questions to ask them: 5 impressive questions showing research and genuine interest

8. Salary discussion: How to handle if asked about compensation expectations

9. Day-of checklist: What to wear, bring, and do before the interview

10. Follow-up: Thank you email template (send within 2 hours)

Rehearsal plan: Practice schedule for the days before the interview.

PRO TIP: Record yourself answering ‘Tell me about yourself’ and watch it back — most people ramble for 3 minutes when 90 seconds is the sweet spot.

RECOMMENDED TOOL: Claude — creates the most thorough, strategic interview preparation.

PROMPT #404: Career Path Analyzer

WHEN TO USE: *Use when you‘re evaluating different career directions and need clarity.

THE PROMPT:

You are a career strategist. Help me analyze my career options and chart a path forward.

Current role: [TITLE, COMPANY, YEARS]

Skills: [MY KEY SKILLS AND STRENGTHS]

Interests: [WHAT I ENJOY DOING]

Values: [WHAT MATTERS MOST — money, impact, flexibility, growth, stability]

Options I’m considering:

1. [OPTION A]

2. [OPTION B]

3. [OPTION C]

Constraints: [LOCATION, FAMILY, FINANCIAL, EDUCATION]

Analysis:

1. For each option:
   - Fit with my skills (how transferable is what I know?)
   - Fit with my values (does this give me what matters most?)
   - Market demand (are people hiring for this? what's the trajectory?)
   - Compensation range (realistic salary and growth potential)
   - Entry difficulty (what's required to switch?)
   - 5-year outlook (where this path leads)
   - Risk level (what I'd be giving up)
2. Skills gap analysis for each path
3. Decision framework: Score each option against my stated values
4. Unconsidered option: A path I haven't thought of based on my profile
5. Recommendation: Which path optimizes for what I've said matters most
6. First steps: 3 actions to explore the top option without committing

Be honest — sometimes the best career move is staying put and growing where you are.

PRO TIP: Talk to 5 people currently doing each role you're considering — a 30-minute informational interview teaches more about a career path than months of online research.

RECOMMENDED TOOL: Claude — provides honest, multi-dimensional career analysis.

PROMPT #405: Skill Gap Assessment

WHEN TO USE: *Use when you want to identify what skills you need to develop for career growth.

THE PROMPT:

You are a professional development coach. Assess the gap between my current skills and where I need to be.

Current role: [MY TITLE AND RESPONSIBILITIES]

Target role: [WHERE I WANT TO BE]

Timeline: [WHEN I WANT TO BE READY]

Skill inventory — rate my proficiency (1-5) and target level:

- Technical skills: [LIST RELEVANT TECHNICAL SKILLS]
- Soft skills: [COMMUNICATION, LEADERSHIP, NEGOTIATION, etc.]
- Domain knowledge: [INDUSTRY-SPECIFIC KNOWLEDGE]
- Tools and platforms: [SOFTWARE, SYSTEMS I SHOULD KNOW]

For each gap identified:

1. Current level vs. required level
2. Gap severity: [CRITICAL / IMPORTANT / NICE-TO-HAVE]
3. How to close it: Specific learning resource, project, or experience
4. Timeline: How long it typically takes to build this skill
5. Evidence: How to prove you have this skill (certification, portfolio, project)

Prioritized action plan: Top 5 skills to develop in order, with specific next steps for each.

Also identify:

- Hidden strengths: Skills I'm undervaluing that the target role needs
- Transferable skills: What I already have that maps to the new role
- Experience gaps: Where I need exposure, not just knowledge

PRO TIP: Focus on building T-shaped expertise — deep in one area (your specialty) and broad across supporting skills. Generalists who can also go deep are the most valuable professionals.

RECOMMENDED TOOL: Claude — creates actionable, honestly assessed skill gap plans.

PROMPT #406: Networking Strategy Builder

WHEN TO USE: *Use when you want a systematic approach to building professional relationships.

THE PROMPT:

You are a career networking strategist. Build a networking plan for [MY GOAL — job search, business development, career growth, industry change].

My situation:

- Industry: [CURRENT AND TARGET INDUSTRY]

- Role: [CURRENT ROLE]
- Goal: [WHAT I WANT NETWORKING TO ACCOMPLISH]
- Current network: [STRONG / WEAK / NONEXISTENT in my target area]
- Comfort level: [INTROVERT / EXTROVERT / SOMEWHERE IN BETWEEN]
- Available time: [HOURS PER WEEK FOR NETWORKING]

Strategy:

1. Target map: 5 categories of people to connect with and why
2. Warm connections: People I already know who can introduce me
3. Cold outreach plan: How to reach people I don’t know yet (templates provided)
4. Online strategy: LinkedIn, Twitter, industry forums — specific daily actions
5. Events: Types of events to attend (and how to work a room without feeling slimy)
6. Follow-up system: How to maintain relationships without being annoying
7. Value-first approach: What I can GIVE to my network (not just what I want)
8. Weekly routine: Specific networking actions for each day of the week
9. Tracking: Simple CRM approach for managing connections
10. 90-day milestones: What my network should look like in 30, 60, 90 days

Networking principles:

- Give before you ask. Always.
- Be interested, not interesting.
- Follow up within 24 hours. Always.
- One deep conversation beats 10 business card exchanges.

PRO TIP: The most effective networking doesn’t feel like networking — it feels like genuine curiosity about other people’s work and problems.

RECOMMENDED TOOL: Claude — creates authentic, non-transactional networking strategies.

PROMPT #407: Personal Brand Audit

WHEN TO USE: *Use when you want to evaluate and improve how you‘re perceived professionally.

THE PROMPT:

You are a personal branding consultant. Conduct an audit of my professional brand.

My profiles:

- LinkedIn: [URL OR DESCRIPTION]
- Personal website: [URL OR “DON’T HAVE ONE”]
- Twitter/social: [PRESENCE]
- Speaking/writing: [ANY PUBLIC CONTENT]
- Industry reputation: [HOW I THINK I’M PERCEIVED]

What I want to be known for: [MY DESIRED PROFESSIONAL IDENTITY]

Target audience: [WHO I WANT TO IMPRESS — recruiters, clients, peers, industry]

Audit:

1. First impression: What does someone see when they Google my name?
2. LinkedIn assessment: Profile strength, headline, about section, activity
3. Consistency: Is my brand message consistent across platforms?
4. Content: Am I creating or sharing content that reinforces my brand?
5. Network: Does my network reflect my desired professional identity?
6. Proof: Where’s the evidence supporting my claimed expertise?
7. Gap: Where my current brand differs from my desired brand
8. Competitors: How do others in my space position themselves?

Action plan:

- Quick wins (this week): 5 updates to make immediately
- Short-term (this month): Content and activity changes

- Long-term (this quarter): Brand-building initiatives

Provide specific rewrites for my LinkedIn headline, about section, and featured content strategy.

PRO TIP: Your personal brand isn't what you say about yourself — it's what others say about you when you're not in the room. Build it through work and reputation, not just profile optimization.

RECOMMENDED TOOL: Claude — creates strategic, authentic personal brand plans.

PROMPT #408: Portfolio Development Guide

WHEN TO USE: *Use when you need to build or improve a professional portfolio to showcase your work.

THE PROMPT:

You are a portfolio strategist. Help me build a professional portfolio for [MY FIELD].

Field: [INDUSTRY/DISCIPLINE]

Target audience: [HIRING MANAGERS / CLIENTS / COLLABORATORS]

Career level: [JUNIOR / MID / SENIOR]

Work I can show: [TYPES OF PROJECTS AND EXAMPLES]

Constraints: [NDA RESTRICTIONS, CONFIDENTIAL WORK, LIMITED EXAMPLES]

Portfolio strategy:

1. Platform: Best portfolio format for my field (website, PDF, Behance, GitHub, etc.)

2. Curation: How to select the 5-8 strongest pieces (quality over quantity)

3. For each portfolio piece:
   - Case study structure: Challenge → Process → Solution → Results
   - What to highlight: The specific skill this demonstrates
   - Visual presentation: How to display it compellingly
   - Results: How to quantify impact

4. Narrative arc: How the portfolio tells a cohesive career story

5. For confidential work: How to showcase skills without revealing details

6. For limited work: How to create spec/personal projects that demonstrate ability

7. About page: Professional bio that connects your work to your value proposition

8. Process showcase: Behind-the-scenes content showing how you think

9. Testimonials: How to gather and display client/colleague endorsements

10. Maintenance: How often to update and what triggers an update

Provide a structure template and examples of how to write each case study.

PRO TIP: Show process, not just results — hiring managers and clients want to understand HOW you think, not just what you produced.

RECOMMENDED TOOL: Claude — creates strategic portfolio architectures.

PROMPT #409: Salary Research Framework

WHEN TO USE: *Use when you need to determine your market value or prepare for compensation discussions.

THE PROMPT:

You are a compensation analyst. Help me research my market value for [ROLE] in [LOCATION].

My details:

- Current title: [TITLE]

- Years of experience: [YEARS]

- Industry: [INDUSTRY]

- Location: [CITY/REGION OR REMOTE]

- Key skills: [TOP 5 SKILLS]

- Education/certifications: [DEGREES AND CERTS]

- Current compensation: [IF COMFORTABLE SHARING]

- Company size preference: [STARTUP / MID-SIZE / ENTERPRISE]

Research:

1. Salary range: 25th, 50th, 75th, and 90th percentile for this role

2. Location adjustment: How location affects the range

3. Experience premium: How my years of experience affect my position

4. Skill premium: Which of my skills command above-market rates

5. Company size impact: How compensation varies by company stage

6. Total compensation: Base + bonus + equity + benefits typical range

7. Where to get data: Specific sites and sources to validate

8. My market position: Where I likely fall in the range and why

9. Negotiation target: What to ask for based on this research

10. Negotiation script: How to present salary expectations confidently

Also: Current hiring market conditions for this role (hot/cold/neutral).

PRO TIP: Never share your current salary — share your target range based on market research. The conversation should be about your value in the market, not your current discount.

RECOMMENDED TOOL: Perplexity (for current salary data) + Claude (for strategy).

PROMPT #410: Career Pivot Planner

WHEN TO USE: *Use when you‘re considering a significant career change and need a transition strategy.

THE PROMPT:

You are a career transition coach. Help me plan a pivot from [CURRENT CAREER] to [TARGET CAREER].

Current: [MY CURRENT ROLE, INDUSTRY, YEARS]

Target: [WHAT I WANT TO DO]

Why: [WHAT’S DRIVING THIS CHANGE]

Constraints: [FINANCIAL — can I take a pay cut? TIMELINE — how fast? FAMILY — obligations?]

Transferable skills: [WHAT I BRING FROM MY CURRENT CAREER]

Gaps: [WHAT I’M MISSING]

Transition plan:

1. Feasibility assessment: Is this pivot realistic? What does success require?

2. Bridge identification: Roles that sit between my current and target career

3. Skills bridge: Skills that transfer directly and skills that need building

4. Education/certification: Do I need formal credentials? Which ones matter?

5. Experience bridge: How to get relevant experience while still employed

   - Side projects, freelancing, volunteering, part-time

6. Network bridge: People to connect with in the target field

7. Financial bridge: How to fund the transition (savings runway, part-time income)

8. Identity bridge: How to position myself (resume, LinkedIn, story)

9. Timeline: Realistic month-by-month plan from here to first role

10. Plan B: What if the pivot takes longer than expected?

Phased approach:

- Phase 1 (Months 1-3): Research and preparation (while keeping current job)

- Phase 2 (Months 3-6): Build skills and experience

- Phase 3 (Months 6-9): Apply and transition

Honest reality check: What this pivot will likely cost in time, money, and status — and why it might still be worth it.

PRO TIP: The fastest career pivots happen through people, not applications — find someone in your target field who will champion you, and the job follows.

RECOMMENDED TOOL: Claude — creates realistic, well-staged career transition plans.

Additional Life Prompts

PROMPT #411: Decision Journal Template

WHEN TO USE: *Use when you want to track and improve your decision-making over time.

THE PROMPT:

You are a decision-making coach. Create a decision journal entry template and help me document this decision.

Decision: [WHAT I'M DECIDING]

Stakes: [LOW / MEDIUM / HIGH]

Reversibility: [EASILY REVERSIBLE / PARTIALLY REVERSIBLE / IRREVERSIBLE]

Deadline: [WHEN I NEED TO DECIDE]

Journal entry:

1. The decision: What am I choosing between?
2. Context: What's the situation and why am I facing this decision now?
3. Options: List all options with pros and cons
4. Values check: Which option aligns best with my values and goals?
5. Information: What I know, what I don't know, what I wish I knew
6. Gut feeling: What does my intuition say? (Record before analyzing)
7. Decision framework: How I'm evaluating (criteria, weights)
8. My decision: What I chose and why
9. Pre-mortem: If this fails in 6 months, what went wrong?
10. Review date: When I'll look back and evaluate this decision

After the review date, add:

- Outcome: What actually happened
- What I got right and wrong
- What I'd do differently
- Lesson for future decisions

PRO TIP: Review your decision journal quarterly — patterns in your decision-making reveal blind spots that are invisible in the moment.

RECOMMENDED TOOL: Claude — creates reflective, improvement-oriented frameworks.

PROMPT #412: Morning Routine Optimizer

WHEN TO USE: *Use when you want to design a productive, sustainable morning routine.

THE PROMPT:

You are a performance coach. Design an optimized morning routine for [ME].

My context:

- Wake-up time: [TIME]
- Must leave by: [TIME]
- Work type: [DESCRIPTION]
- Current routine: [WHAT I DO NOW]
- Pain points: [WHAT'S NOT WORKING]
- Goals: [WHAT I WANT MY MORNINGS TO ACCOMPLISH]
- Constraints: [FAMILY, COMMUTE, HEALTH CONSIDERATIONS]

Design a routine that:

1. Fits within my time window
2. Includes: Physical movement, mental preparation, nutrition
3. Avoids: Phone checking in first 30 minutes, decision fatigue
4. Builds in buffer: 10-15 minutes for unexpected delays
5. Has a "minimum viable" version: What to do when time is short
6. Includes accountability: How to track consistency

Provide:

- Minute-by-minute schedule
- What to prepare the night before
- 30-day building plan (don't change everything at once)
- Troubleshooting: When each common obstacle arises

PRO TIP: Start with just ONE new morning habit and do it for 30 days before adding another — routine changes that happen all at once rarely stick.

RECOMMENDED TOOL: Claude — creates realistic, personalized routines.

PROMPT #413: Difficult Conversation Planner (Personal)

WHEN TO USE: *Use when you need to have a tough personal conversation with a friend, family member, or partner.

THE PROMPT:

You are a relationship communication coach. Help me prepare for a difficult personal conversation.

Who: [RELATIONSHIP — partner, parent, friend, sibling, roommate]

Topic: [WHAT NEEDS TO BE DISCUSSED]

My feelings: [HOW I FEEL ABOUT THIS SITUATION]

Their likely perspective: [WHAT THEY PROBABLY THINK/FEEL]

Desired outcome: [WHAT I HOPE HAPPENS AFTER THIS CONVERSATION]

Relationship importance: [HOW MUCH THIS RELATIONSHIP MATTERS TO ME]

Prepare:

1. Opening: How to start without putting them on the defensive
2. “I” statements: Express your feelings without blame
3. Specific request: What you’re asking for (concrete, not vague)
4. Listening plan: Questions to understand their perspective
5. Validation: What you can genuinely acknowledge about their position
6. Boundary: What you need regardless of their response
7. If it goes well: How to close and move forward together
8. If it goes poorly: How to exit gracefully and preserve the relationship
9. Self-care: What to do for yourself after the conversation

Tone: Loving, honest, and brave. This conversation matters because the relationship matters.

PRO TIP: Choose a time when both people are rested, fed, and not stressed about other things — the timing of a difficult conversation affects the outcome as much as the words.

RECOMMENDED TOOL: Claude — handles personal emotional communication with genuine care and wisdom.

PROMPT #414: Book Reading System & Notes Template

WHEN TO USE: *Use when you want to get more out of the books you read.

THE PROMPT:

You are a learning optimization expert. Create a book reading and notes system for me.

Reading goal: [BOOKS PER MONTH/YEAR]

Book types: [NONFICTION / FICTION / MIX — what topics]

Time available: [MINUTES PER DAY]

Note-taking preference: [DIGITAL / PHYSICAL / BOTH]

System design:

1. Book selection: Framework for choosing what to read next
2. Pre-reading: What to do before starting (preview, set purpose)
3. Active reading: Annotation system, margin note codes
4. Processing: How to review notes after finishing
5. Synthesis: Template for a 1-page book summary
6. Application: How to identify and implement key ideas
7. Retention: Spaced review schedule for key concepts
8. Sharing: How to discuss and teach what you learned
9. Tracking: Reading log template
10. Review: Quarterly review of reading patterns and impact

1-page book summary template:

- Title, author, date read
- Core message (1 sentence)
- Top 3 ideas
- Key quotes (3-5)
- How I'll apply this
- Who should read this and why
- Rating: Impact on my thinking (1-10)

PRO TIP: The books that change your life aren't the ones you read — they're the ones you ACT on. End every book by writing down 1 thing you'll do differently.

RECOMMENDED TOOL: Claude — designs thoughtful, practical learning systems.

PROMPT #415: Life Audit & Redesign Framework

WHEN TO USE: *Use when you want to step back and evaluate all areas of your life holistically.

THE PROMPT:

You are a life design coach. Guide me through a comprehensive life audit.

My context: [BRIEF LIFE SITUATION — age, career stage, family, location]

Trigger: [WHY I'M DOING THIS NOW — transition, dissatisfaction, milestone, curiosity]

Audit these 8 life areas (rate each 1-10 with honest assessment):

1. Career & work: Fulfillment, growth, income, alignment
2. Finances: Security, progress toward goals, stress level
3. Health & energy: Physical health, fitness, nutrition, sleep
4. Relationships: Partner, family, friendships, community
5. Personal growth: Learning, skills, intellectual stimulation
6. Fun & recreation: Hobbies, travel, joy, play
7. Physical environment: Home, workspace, city, surroundings
8. Purpose & meaning: Sense of direction, contribution, legacy

For each area:

- Current state (honest assessment)
- Ideal state (what "10" would look like)
- Gap: What's missing
- Root cause: Why the gap exists
- One change: The single most impactful change to make

Synthesis:

- Areas of strength to protect and leverage
- Areas of urgent attention (low scores with high importance)
- 90-day focus: Top 3 changes to make in the next quarter

- Support needed: What help to seek

PRO TIP: Do a life audit every January and July — biannual check-ins catch drift before it becomes a crisis.

RECOMMENDED TOOL: Claude — guides thoughtful, honest self-reflection.

Chapter 10: Industry-Specific Power Prompts

Generic prompts hit a ceiling fast in specialized domains. A real estate agent does not need a generic listing description — they need one that complies with fair housing law and reads like the local market. A healthcare professional does not need generic patient communication — they need it written at the right reading level, with the right tone, that does not cross into medical advice. The prompts in this chapter go deep on industry-specific use cases: real estate, healthcare, legal, finance, education, e-commerce, consulting, and more. When the generic prompts fall short of professional standards, these go further.

Real Estate

PROMPT #416: Real Estate: Listing Description Writer

WHEN TO USE: *Use when writing a property listing description for MLS, Zillow, or your brokerage site.

THE PROMPT:

You are a top 1% real estate agent with $500M in lifetime sales. Write a listing description for the property described below that attracts qualified buyers and reads as authentic.

Property type: [SINGLE FAMILY / CONDO / TOWNHOME / LUXURY / INVESTMENT]

Price point: [LIST PRICE]

Square footage and key features: [BEDS/BATHS/SQFT/STANDOUT FEATURES]

Neighborhood: [NEIGHBORHOOD AND NEARBY AMENITIES]

Target buyer: [FIRST-TIME / MOVE-UP / DOWNSIZE / INVESTOR / LUXURY]

Marketing angle: [WHAT MAKES THIS HOME DIFFERENT]

Deliver:

1. A headline that earns the click in 8 words or fewer

2. A 150-200 word property description that leads with the strongest feature

3. Three bullet variations for MLS feature lists

4. A short version (50 words) for social and a long version (250 words) for the listing site

5. Compliance check: no fair-housing-prohibited language, no inflated claims

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Lead with the feature that buyers searched for, not the feature you find most impressive — listing copy converts on relevance, not poetry.

RECOMMENDED TOOL: Claude — produces accurate, fair-housing-compliant copy with strong narrative voice.

PROMPT #417: Real Estate: CMA Narrative Generator

WHEN TO USE: *Use when preparing a CMA presentation or written narrative for a seller pricing conversation.

THE PROMPT:

You are a real estate broker who has trained 10,000+ agents on conversion-driven copy. Generate a comparative market analysis narrative for the property below that justifies the recommended price.

Subject property: [ADDRESS, KEY SPECS]

Comparable sales (3-6 properties): [ADDRESSES, SOLD PRICES, DATES, KEY DIFFERENCES]

Active competition: [CURRENT LISTINGS THIS HOME COMPETES WITH]

Pending sales: [RELEVANT PENDING DEALS]

Market conditions: [BUYER’S MARKET / SELLER’S MARKET / BALANCED + INVENTORY DATA]

Recommended price: [YOUR SUGGESTED LIST PRICE]

Deliver:

1. A one-paragraph executive summary the seller can absorb in 30 seconds

2. Comp-by-comp narrative explaining why each comparable supports the recommended price

3. A market context section explaining current conditions in plain language

4. Pricing strategy rationale (price-to-list-to-sell logic)

5. Anticipated seller objections with responses

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Sellers don’t reject prices — they reject the reasoning behind prices. Spend twice as much copy on the why as on the number.

RECOMMENDED TOOL: Claude — handles nuanced comparative reasoning and seller-facing tone simultaneously.are, nuanced professional content.

PROMPT #418: Real Estate: Lead Response Template

WHEN TO USE: *Use when responding to a new lead from your CRM, Zillow, portal, or open house sign-in within the critical first hour.

THE PROMPT:

You are a luxury real estate marketer specializing in $5M+ properties. Draft a lead response template for the inquiry scenario below that converts at above-average rates.

Lead source: [ZILLOW / REALTOR.COM / OPEN HOUSE / REFERRAL / WEBSITE]

What the lead asked about: [SPECIFIC PROPERTY OR INQUIRY]

Lead temperature: [JUST BROWSING / ACTIVELY SHOPPING / READY TO BUY]

Information you already have: [NAME, EMAIL, PHONE, ANY STATED PREFERENCES]

Your goal for this response: [BOOK SHOWING / QUALIFY / BUILD RAPPORT]

Deliver:

1. Three response variations: text/SMS (under 160 chars), email (under 100 words), and voicemail script (under 30 seconds)

2. A clear next step the lead can take in one tap

3. A qualifying question that surfaces buyer readiness without feeling intrusive

4. A follow-up sequence (3 touches over 7 days) if no response

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Speed beats polish on lead response — a fast, simple text outperforms a delayed, eloquent email almost every time.ed ones by 40-60%.

RECOMMENDED TOOL: Claude — produces measured, expert-toned market commentary without cliché.

PROMPT #419: Real Estate: Market Update Newsletter

WHEN TO USE: *Use when sending your monthly or quarterly market update newsletter to your sphere of influence.

THE PROMPT:

You are a real estate team leader with a CRM holding 50,000 contacts. Write a market update newsletter for the area below that demonstrates expertise and earns referrals.

Geographic market: [CITY / NEIGHBORHOOD / METRO]

Time period covered: [MONTH OR QUARTER]

Key data points: [MEDIAN PRICE, DAYS ON MARKET, INVENTORY, ABSORPTION RATE]

Notable trend or news: [WHAT CHANGED THIS PERIOD]

Audience: [SPHERE / PAST CLIENTS / FARM AREA]

Call to action: [HOME VALUATION / CONSULT / EVENT]

Deliver:

1. A subject line with under-50-character open-rate-optimized framing
2. A 200-word body that translates data into “what this means for you”
3. A clean stat block: 4-5 numbers a reader can absorb in 10 seconds
4. A soft CTA that doesn’t feel like a pitch
5. Three variations: buyer-focused, seller-focused, and general-audience

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Your newsletter is a relationship asset, not a sales tool — the agents who win the next listing are the ones whose name shows up consistently, not the ones who push hardest.nderperform personalized ones by 40-60%.

RECOMMENDED TOOL: Claude — structures complex sales conversations with appropriate professional tone.

PROMPT #420: Real Estate: Listing Presentation Outline

WHEN TO USE: *Use when preparing for a listing presentation with a seller who is interviewing multiple agents.

THE PROMPT:

You are a real estate investor and licensed agent who closes 100+ transactions a year. Outline a listing presentation for the property below that wins the seller without overselling.

Seller situation: [WHY THEY’RE SELLING, TIMELINE, MOTIVATION]

Property: [ADDRESS, ESTIMATED VALUE]

Competition: [HOW MANY OTHER AGENTS THEY’RE INTERVIEWING]

Your differentiators: [WHAT YOU BRING THAT OTHERS DON’T]

Recent comparable wins: [LISTINGS YOU’VE SOLD IN THIS MARKET RECENTLY]

Deliver:

1. A presentation outline with section timing (target 30-40 minutes)
2. Opening that earns trust in the first 90 seconds

3. A pricing conversation framework that handles “Zillow says...” objections

4. Marketing plan section with specific platforms, spend, and timelines

5. A close that asks for the listing without feeling pushy

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Sellers hire the agent who makes them feel understood, not the agent with the slickest deck — listen 60% of the time, talk 40%.market and brand — generic industry templates underperform personalized ones by 40-60%.

RECOMMENDED TOOL: Claude — creates the most industry-aware, nuanced professional content.

Education

PROMPT #421: Education: Differentiated Lesson Creator

WHEN TO USE: *Use when planning a lesson where students span multiple readiness or ability levels.

THE PROMPT:

You are a National Board Certified Teacher with 20 years in K-12 classrooms. Build a differentiated lesson plan for the topic below with tiered activities for varying student readiness levels.

Subject and grade: [SUBJECT, GRADE LEVEL]

Learning objective: [WHAT STUDENTS SHOULD KNOW/DO BY END OF LESSON]

Class composition: [APPROXIMATE % AT BELOW / ON / ABOVE GRADE LEVEL]

Time available: [LESSON DURATION]

Resources available: [TECH, MATERIALS, SPACE]

Standards alignment: [STATE OR COMMON CORE STANDARD]

Deliver:

1. A single learning objective with three tiered “I can” statements

2. Three differentiated activity tracks: scaffolded, on-level, and extension

3. Common formative assessment that captures all three tiers in one task

4. Grouping recommendation (homogeneous, heterogeneous, or flexible)

5. Quick-check questions to determine which tier each student needs

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Differentiation is about access to the same big idea, not different big ideas — every tier should land at the same standard.

RECOMMENDED TOOL: Claude — produces pedagogically sound differentiation with classroom feasibility.

PROMPT #422: Education: Assessment Question Bank

WHEN TO USE: *Use when building a quiz, unit test, or item bank aligned to specific learning standards.

THE PROMPT:

You are a curriculum designer who has authored programs adopted by 500+ districts. Build an assessment question bank for the topic below covering recall, application, and analysis levels of Bloom’s taxonomy.

Topic: [SPECIFIC TOPIC OR UNIT]

Grade and subject: [GRADE, SUBJECT]

Standards covered: [LIST STANDARDS]

Number and type of questions: [E.G., 20 MC + 5 SHORT ANSWER + 1 EXTENDED RESPONSE]

DOK levels desired: [DEPTH OF KNOWLEDGE 1-4 BREAKDOWN]

Test purpose: [FORMATIVE / SUMMATIVE / DIAGNOSTIC]

Deliver:

1. Question bank with each item tagged by standard, DOK, and Bloom’s level

2. Plausible distractors for multiple-choice items (no “obviously wrong” options)

3. Answer key with rationale explaining why correct is correct and distractors are not

4. Rubrics for any constructed response or extended items

5. Item analysis recommendations for items that should be flagged after first administration

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: A bad distractor teaches students to game the test; a good distractor reveals the misconception and lets you teach into it.

RECOMMENDED TOOL: Claude — creates rigorous, standards-aligned items with strong distractor logic.

PROMPT #423: Education: IEP Goal Writer

WHEN TO USE: *Use when drafting IEP goals for an annual review or initial special education evaluation.

THE PROMPT:

You are a special education director who has written hundreds of compliant IEPs. Write IEP goals for the student profile below that are specific, measurable, and aligned to grade-level standards.

Student grade and disability category: [GRADE, ELIGIBILITY]

Present level (PLAAFP summary): [CURRENT PERFORMANCE DATA]

Goal area: [READING / MATH / WRITING / BEHAVIOR / SOCIAL / SPEECH-LANGUAGE / FUNCTIONAL]

State standards or curriculum being accessed: [STANDARD ALIGNMENT]

Service minutes available: [MINUTES PER WEEK]

Parent input or priorities: [WHAT THE FAMILY WANTS]

Deliver:

1. A measurable annual goal in the format: condition + behavior + criterion + timeframe

2. Three to five short-term objectives or benchmarks

3. Progress monitoring tool and data collection schedule

4. Connection to grade-level standard and rationale for any deviation

5. Generalization plan: how skill will transfer beyond service setting

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: IEP goals fail compliance review for one of two reasons: not measurable, or not connected to the standard — write to fix both before either.

RECOMMENDED TOOL: Claude — produces compliant, technical IEP language with educational appropriateness.

PROMPT #424: Education: Parent Email Template

WHEN TO USE: *Use when communicating with a parent about a sensitive academic, behavioral, or attendance issue.

THE PROMPT:

You are a university professor and former state teacher of the year. Draft a parent email for the situation below that is clear, respectful, and action-oriented.

Student situation: [WHAT IS HAPPENING]

Severity level: [INFORMATIONAL / CONCERN / ACTION-REQUIRED]

Parent relationship history: [SUPPORTIVE / NEUTRAL / DIFFICULT]

Goal of this email: [INFORM / REQUEST CONFERENCE / PARTNERSHIP / DOCUMENT]

Tone: [WARM / FORMAL / NEUTRAL]

Deliver:

1. Subject line that signals seriousness without alarming the parent
2. Opening that establishes care for the student before stating concern
3. Clear, factual description of the situation (no judgment language)
4. Specific request or next step
5. A door-open closing that invites partnership rather than defensiveness

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Lead with what the student is doing well, even briefly — parents shut down on emails that begin with the problem.

RECOMMENDED TOOL: Claude — handles sensitive parent communication with calibrated warmth.

PROMPT #425: Education: Student Feedback Generator

WHEN TO USE: *Use when generating substantive feedback on student work — essays, projects, or performance tasks.

THE PROMPT:

You are an instructional coach who trains teachers in evidence-based pedagogy. Generate substantive student feedback for the work sample below that supports growth without crushing motivation.

Assignment description: [WHAT STUDENTS WERE ASKED TO DO]

Rubric or success criteria: [CRITERIA AND LEVELS]

Student work strengths: [WHAT THIS STUDENT DID WELL]

Areas for growth: [SPECIFIC GAPS]

Grade level: [GRADE]

Feedback purpose: [REVISION / SUMMATIVE / PROGRESS]

Deliver:

1. Feedback in glow-grow-go format: one specific strength, one growth area, one next step

2. Concrete language tied to the rubric, not vague encouragement

3. A revision prompt the student can act on immediately

4. Suggested mini-conference question if growth area requires conversation

5. Tone calibrated to the student's confidence level

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Feedback that does not include a specific next action gets read once and discarded — name the next move clearly.

RECOMMENDED TOOL: Claude — calibrates feedback tone for student age and emotional readiness.

PROMPT #426: Legal: Case Research Summary

WHEN TO USE: *Use when summarizing case research for a partner, client, or memo.

THE PROMPT:

You are a senior partner at an AmLaw 100 firm with 25 years of litigation experience. Summarize the case research below in a memo a partner could review in five minutes.

Jurisdiction: [JURISDICTION]

Legal question: [SPECIFIC ISSUE BEING RESEARCHED]

Cases reviewed: [LIST OF CITATIONS]

Audience: [PARTNER / CLIENT / OPPOSING COUNSEL]

Required length: [BRIEF MEMO / FULL ANALYSIS]

Action needed: [ANALYSIS / RECOMMENDATION / TALKING POINTS]

Deliver:

1. Issue statement (one sentence)
2. Brief answer (three sentences max)
3. Rule statement extracted from controlling authority
4. Application of rule to facts at hand
5. Conclusion with recommended next steps and any open questions
6. Citations in proper Bluebook format

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: A partner reads the brief answer first and only continues if they need the analysis — write that one sentence as if it's the only thing they'll read.

RECOMMENDED TOOL: Claude — handles legal reasoning structure with citation precision.

PROMPT #427: Legal: Contract Review Highlighter

WHEN TO USE: *Use when reviewing a contract draft to surface issues for redline before sending to opposing counsel.

THE PROMPT:

You are a general counsel who has reviewed 10,000+ commercial contracts. Highlight the contract issues in the document below with redline-ready recommendations.

Contract type: [NDA / MSA / EMPLOYMENT / VENDOR / LICENSING]

Your client's role: [BUYER / SELLER / EMPLOYER / EMPLOYEE / LICENSOR / LICENSEE]

Deal value and risk: [DOLLAR VALUE / STRATEGIC IMPORTANCE]

Key business terms: [PRICING, TIMELINE, EXCLUSIVITY, ETC.]

Red lines: [WHAT YOUR CLIENT WILL NOT ACCEPT]

Negotiating leverage: [HIGH / MEDIUM / LOW]

Deliver:

1. Issue list ranked by severity: deal-breakers, negotiable, nice-to-have
2. Specific clause-level concerns with section references
3. Suggested redline language for each issue
4. Risk-rating each open issue (low/medium/high)
5. Strategic note on which issues to lead with in negotiation

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Lead with the deal-breakers in the first redline — saving them for round two signals weakness and wastes opposing counsel's patience.

RECOMMENDED TOOL: Claude — performs systematic clause-level legal analysis.

PROMPT #428: Legal: Client Communication Letter

WHEN TO USE: *Use when drafting a client-facing letter on a sensitive matter — declining engagement, delivering bad news, or status updates.

THE PROMPT:

You are a former federal prosecutor now leading white-collar defense at a top firm. Draft a client communication letter for the situation below that is precise without being cold.

Client name and matter: [CLIENT, MATTER TYPE]

Letter purpose: [STATUS UPDATE / DECLINE / BAD NEWS / ENGAGEMENT TERMS]

Key facts client needs to know: [SPECIFIC FACTS]

Your relationship history: [NEW CLIENT / LONG-TERM / DIFFICULT]

Tone: [FORMAL / WARM-PROFESSIONAL / NEUTRAL]

Action client needs to take: [SIGN / REVIEW / RESPOND / NONE]

Deliver:

1. Letter following firm conventions: letterhead salutation, body, signature block

2. Clear, jargon-light language where law allows

3. A “what this means for you” section that translates legal status to client impact

4. Action items in numbered format with deadlines

5. A close that offers availability without committing to unbillable time

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Clients fire firms that bury bad news in legalese — say the hard thing in the second sentence, then explain.

RECOMMENDED TOOL: Claude — produces measured client communication with appropriate professional reserve.

PROMPT #429: Legal: Motion Draft Outline

WHEN TO USE: *Use when outlining a motion for the court — motion to dismiss, summary judgment, motion in limine, or other dispositive filing.

THE PROMPT:

You are a transactional attorney specializing in M&A and corporate governance. Outline a motion for the matter below with arguments, authorities, and the relief sought.

Motion type: [MOTION TYPE]

Court and jurisdiction: [COURT, JURISDICTION]

Procedural posture: [STAGE OF LITIGATION]

Key facts in your favor: [FAVORABLE FACTS]

Anticipated opposing arguments: [LIKELY COUNTER-ARGUMENTS]

Relief requested: [SPECIFIC RELIEF]

Page limit: [WORD OR PAGE LIMIT]

Deliver:

1. Introduction that frames the motion in two paragraphs
2. Statement of facts ordered for narrative power, not chronology
3. Argument section organized by issue with the strongest argument first
4. Anticipated counter-arguments with rebuttals
5. Conclusion with specific relief requested
6. Authority list with parenthetical descriptions for each cite

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Judges decide motions in the first three pages — front-load the strongest argument and the cleanest fact pattern.

RECOMMENDED TOOL: Claude — structures complex legal argument with citation discipline.

PROMPT #430: Legal: Compliance Check Framework

WHEN TO USE: *Use when building an internal compliance review process for a regulation that does not require outside counsel.

THE PROMPT:

You are a legal operations director at a Fortune 500 company. Build a compliance check framework for the regulation below that an internal team can run without outside counsel.

Regulation: [SPECIFIC LAW OR REG]

Your organization type and size: [ORG DETAILS]

Risk profile: [WHAT EXPOSURE LOOKS LIKE IF NON-COMPLIANT]

Existing compliance infrastructure: [WHAT YOU ALREADY HAVE]

Internal team capacity: [WHO WILL EXECUTE THIS REVIEW]

Audit frequency required: [AS-NEEDED / QUARTERLY / ANNUAL]

Deliver:

1. A compliance checklist mapped to specific sections of the regulation
2. Documentation requirements per checklist item
3. Owner assignment for each control area
4. A quarterly review cadence with what to check when
5. Escalation criteria for issues requiring outside counsel
6. Audit trail template for documenting compliance decisions

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Customize every template for your specific market and brand — generic industry templates underperform personalized ones by 40-60%.

RECOMMENDED TOOL: Claude — creates the most industry-aware, nuanced professional content.

Healthcare

PROMPT #431: Healthcare: SOAP Note Template

WHEN TO USE: *Use when documenting a patient encounter in proper SOAP format for the chart.

THE PROMPT:

You are a board-certified physician with 20 years of clinical practice. Draft a SOAP note for the encounter below that meets documentation standards and supports correct coding.

Visit type: [NEW PATIENT / FOLLOW-UP / ACUTE / WELLNESS]

Chief complaint: [CC IN PATIENT'S WORDS]

Specialty context: [PRIMARY CARE / SPECIALTY]

Documentation system: [EHR PLATFORM]

Billing code target: [E/M LEVEL TARGETED]

Time spent on encounter: [TOTAL TIME IF TIME-BASED CODING]

Deliver:

1. S (Subjective): HPI in OLDCARTS or LOCATES format, ROS appropriate to visit

2. O (Objective): vitals, exam findings, relevant lab/imaging results

3. A (Assessment): differential or working diagnosis with ICD-10 codes

4. P (Plan): treatment, prescriptions, referrals, follow-up, patient education

5. Time documentation supporting the E/M code level

6. No copy-paste content — every line specific to this encounter

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Documentation that supports the bill is documentation that survives audit — be specific about time, complexity, and medical decision-making.

RECOMMENDED TOOL: Claude — generates clinically appropriate, audit-defensible documentation.

PROMPT #432: Healthcare: Patient Education Material

WHEN TO USE: *Use when creating patient-facing education materials for a condition, procedure, or medication.

THE PROMPT:

You are a clinical operations director who has standardized documentation for 500+ providers. Write patient education material for the condition below at an appropriate health literacy level.

Topic: [CONDITION / PROCEDURE / MEDICATION]

Target reading level: [TYPICALLY 6TH-8TH GRADE]

Patient demographic: [AGE RANGE, KEY POPULATION FACTORS]

Cultural or linguistic considerations: [LANGUAGE, HEALTH BELIEFS]

Length: [HANDOUT / BROCHURE / WEB PAGE]

Action you want the patient to take: [BEHAVIOR CHANGE]

Deliver:

1. Title in plain language (no medical jargon)

2. A “what this is” section in 2-3 sentences

3. A “what to expect” or “how to do this” section in numbered steps

4. A “when to call us” section with red flag symptoms

5. Resource list with specific phone numbers and hours

6. Self-check at the bottom: three questions a patient should be able to answer

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Materials at a 6th-grade reading level work for everyone — including the patients with PhDs who are scared and not retaining anything.

RECOMMENDED TOOL: Claude — produces accurate clinical content at calibrated reading levels.

PROMPT #433: Healthcare: Referral Letter Writer

WHEN TO USE: *Use when referring a patient to a specialist or another provider.

THE PROMPT:

You are a nurse practitioner who has authored patient education materials for hospital systems. Write a referral letter for the case below that gives the receiving provider exactly what they need.

Referring from: [YOUR SPECIALTY]

Referring to: [TARGET SPECIALTY]

Reason for referral: [SPECIFIC CLINICAL QUESTION]

Patient summary: [RELEVANT HISTORY, MEDS, ALLERGIES]

Workup already done: [LABS, IMAGING, TRIALS OF TREATMENT]

Urgency level: [ROUTINE / SOON / URGENT / EMERGENT]

Deliver:

1. Single-sentence reason for referral up top

2. Pertinent history limited to what changes the consult’s thinking

3. Workup-to-date summary (labs/imaging/trials) so they don’t repeat work

4. Specific clinical question you want answered

5. Patient contact info and preferred communication

6. What you have already told the patient about this referral

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Specialists triage referrals by the first sentence — write a clear clinical question, not a chart dump.

RECOMMENDED TOOL: Claude — produces concise, clinically focused referrals.

PROMPT #434: Healthcare: Prior Authorization Narrative

WHEN TO USE: *Use when drafting a prior authorization narrative or appeal letter for a denied medication, procedure, or service.

THE PROMPT:

You are a healthcare administrator overseeing compliance and quality at a regional health network. Draft a prior authorization narrative for the case below that gives the payer no easy reason to deny.

Service or medication denied: [WHAT WAS DENIED]

Payer: [INSURANCE COMPANY]

Patient diagnosis: [ICD-10]

Clinical history: [WHY STANDARD OPTIONS DON'T WORK]

Trials of preferred alternatives: [WHAT WAS TRIED, WITH OUTCOMES]

Supporting evidence: [GUIDELINES, STUDIES, BOXED WARNINGS]

Deliver:

1. A direct opening: "I am requesting prior authorization for [SERVICE] for [DIAGNOSIS]."

2. Clinical narrative explaining why this patient needs this specifically

3. Documentation of failed alternatives with dates and outcomes

4. Citation of relevant clinical guidelines or peer-reviewed studies

5. Statement of medical necessity in payer-required language

6. A close requesting expedited review if clinically appropriate

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Payers approve PAs that match their medical policy language word-for-word — quote their own criteria back to them.

RECOMMENDED TOOL: Claude — drafts payer-defensible medical necessity language.

PROMPT #435: Healthcare: Care Plan Generator

WHEN TO USE: *Use when building a patient care plan as part of chronic disease management or care coordination.

THE PROMPT:

You are a medical writer with credentials trusted by major medical journals. Build a care plan for the patient profile below with realistic, measurable, patient-centered goals.

Patient diagnoses: [PRIMARY AND COMORBID]

Patient goals (in their own words): [WHAT MATTERS TO THEM]

Current barriers to self-management: [SOCIAL, FINANCIAL, COGNITIVE, MOTIVATIONAL]

Care team members: [WHO IS INVOLVED]

Available community resources: [WHAT YOU CAN CONNECT THEM TO]

Next visit: [WHEN YOU'LL CHECK IN]

Deliver:

1. Two to three patient-centered goals in patient's own language
2. Specific, measurable interventions for each goal
3. Self-management actions the patient will own
4. Care team actions (provider, nurse, social work, pharmacy)
5. Barriers list with specific mitigation per barrier
6. Follow-up trigger criteria — what should bring them back sooner

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: A care plan the patient cannot describe back to you is a care plan you wrote alone — confirm comprehension at the visit.

RECOMMENDED TOOL: Claude — produces clinically rigorous, patient-centered care plans.

PROMPT #436: Marketing: Campaign Brief Writer

WHEN TO USE: *Use when launching a new campaign and need to align a team around the strategy in writing.

THE PROMPT:

You are a CMO who has built three companies from $0 to $100M ARR. Write a campaign brief for the marketing initiative below that aligns the team without micromanaging execution.

Campaign name and timeline: [NAME, START AND END DATES]

Business objective: [PIPELINE / REVENUE / AWARENESS / RETENTION]

Target audience: [SPECIFIC SEGMENT]

Budget: [TOTAL AND CHANNEL ALLOCATION]

Channels: [PAID, ORGANIC, EMAIL, EVENTS]

Success metrics: [PRIMARY KPI AND SECONDARY KPIs]

Deliver:

1. Campaign objective in one sentence
2. Audience definition specific enough that media buyers can target it
3. Single-minded message and three supporting proof points
4. Channel plan with creative requirements per channel
5. Measurement framework: leading and lagging indicators
6. Risks and assumptions worth flagging up front

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: A brief that requires a meeting to interpret is not a brief — write it so the freelancer hired tomorrow could execute without you.

RECOMMENDED TOOL: Claude — produces aligned, executable creative briefs with strategic clarity.

PROMPT #437: Marketing: Content Calendar Builder

WHEN TO USE: *Use when planning a content calendar across the next month, quarter, or campaign window.

THE PROMPT:

You are a growth marketing lead at a unicorn startup driving paid and organic acquisition. Build a content calendar for the brand below across the channels and timeframe specified.

Brand and category: [BRAND, INDUSTRY]

Channels included: [BLOG, EMAIL, IG, LINKEDIN, YOUTUBE, X, TIKTOK]

Posting frequency per channel: [FREQUENCY]

Content pillars: [3-5 THEMES YOUR BRAND OWNS]

Upcoming moments: [PRODUCT LAUNCHES, HOLIDAYS, EVENTS]

Resourcing: [WHO IS WRITING/DESIGNING/POSTING]

Deliver:

1. Calendar matrix: rows by date, columns by channel
2. Content pillar tagging for every entry
3. Theme weeks or campaign series where appropriate
4. Cross-channel repurposing chains for hero content
5. Approval workflow with named owners and deadlines
6. Buffer slots for reactive or trending content

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: A calendar without owners is a wishlist — name the human responsible for every cell, including the empty ones.

RECOMMENDED TOOL: Claude — generates structured calendars with cross-channel content logic.

PROMPT #438: Marketing: Ad Copy Testing Set

WHEN TO USE: *Use when generating ad copy variations for paid social, search, or display split testing.

THE PROMPT:

You are a brand strategist who has positioned products for Apple, Nike, and Slack. Generate a set of ad copy variations for the campaign below designed for split testing.

Product or offer: [WHAT IS BEING SOLD]

Audience: [WHO YOU ARE TARGETING]

Platform: [META / GOOGLE / LINKEDIN / TIKTOK / X]

Format: [HEADLINES / DESCRIPTIONS / FULL ADS]

Stage of funnel: [TOP / MID / BOTTOM]

Brand voice constraints: [WHAT TO AVOID]

Deliver:

1. At least 10 distinct copy variations

2. Variations spanning angles: pain point, benefit, social proof, urgency, curiosity

3. Multiple hooks per angle for hook testing

4. Platform-appropriate character counts and formatting

5. A clear CTA per variation

6. Tagging system: which lever each variation tests

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Test angles before tweaking words — the difference between two pain points dwarfs the difference between two synonyms.

RECOMMENDED TOOL: ChatGPT — fast generation of high-volume creative variations.

PROMPT #439: Marketing: Analytics Report Narrator

WHEN TO USE: *Use when turning a raw analytics report into a story stakeholders will actually read.

THE PROMPT:

You are a performance marketing director managing $50M in annual ad spend. Narrate the analytics report below in a way that surfaces the story behind the numbers, not just the numbers.

Reporting period: [TIME RANGE]

Audience for this narrative: [EXEC / TEAM / CLIENT]

Key metrics: [PRIMARY KPIs WITH PERIOD-OVER-PERIOD DELTAS]

Notable events in period: [LAUNCHES, OUTAGES, CAMPAIGNS]

Open questions you need help answering: [WHAT YOU DON’T KNOW]

Deliver:

1. A one-paragraph executive summary leading with the most important number

2. Three to five “so what” insights — what the numbers mean for the business

3. Causal hypotheses for major changes (clearly labeled as hypotheses)

4. A “what we’re testing next” section showing forward motion

5. A flagged-uncertainty section for things you cannot yet explain

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Executives skim numbers and read narratives — the analyst who explains why beats the one who only reports what.

RECOMMENDED TOOL: Claude — translates data into business narrative without overclaiming causality.

PROMPT #440: Marketing: Brand Voice Guide

WHEN TO USE: *Use when defining or refining a brand voice that copywriters and content teams need to apply consistently.

THE PROMPT:

You are a content marketing director who has built 1M+ subscriber audiences. Build a brand voice guide for the brand below with examples, do/don’t pairs, and applied rules across channels.

Brand and category: [BRAND, CATEGORY]

Brand personality: [3-5 DEFINING ADJECTIVES]

Audience: [WHO YOU ARE TALKING TO]

Reference brands: [WHO YOU SOUND LIKE / WHO YOU DON’T]

Channels where voice applies: [ALL CHANNELS / SPECIFIC]

Existing voice debt: [BAD HABITS TO REPLACE]

Deliver:

1. Voice principles: 4-6 named principles with one-sentence definitions

2. Do/don’t pairs for each principle with real example sentences

3. Vocabulary lists: words your brand uses, words it never uses

4. Tone shifts by context (support vs. social vs. sales)

5. Sample applications across three channels

6. A 30-second test: how a writer can self-check on-brand voice

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: A voice guide nobody references is a voice guide nobody read — make it short enough to absorb in one sitting.

RECOMMENDED TOOL: Claude — produces nuanced brand voice systems with concrete applied examples.

PROMPT #441: Writing & Publishing: Plot Outline Builder

WHEN TO USE: *Use when developing a plot outline for a novel, novella, or screenplay before drafting.

THE PROMPT:

You are a New York Times bestselling novelist and publishing industry consultant. Build a plot outline for the story concept below using a proven story structure.

Genre: [GENRE AND SUBGENRE]

Premise: [ONE-LINE LOGLINE]

Protagonist: [WHO THEY ARE, WHAT THEY WANT]

Antagonist or central conflict: [OPPOSING FORCE]

Stakes: [WHAT IS LOST IF PROTAGONIST FAILS]

Target length: [NOVELLA / NOVEL / EPIC / FEATURE / SHORT]

Structural framework preference: [SAVE THE CAT / 7-POINT / 3-ACT / HERO’S JOURNEY]

Deliver:

1. Logline tightened to under 30 words

2. Act-by-act beat sheet using the chosen structural framework

3. Major turning points with page or chapter targets

4. Subplot threads woven into the main beat sheet

5. Theme-to-plot mapping showing how each beat earns the theme

6. A list of “scenes that must happen” for the genre

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: A clean outline is the difference between a finished book and a half-drafted file — outline before you discover-write.

RECOMMENDED TOOL: Claude — handles long-arc story structure with thematic coherence.

PROMPT #442: Writing & Publishing: Character Profile Creator

WHEN TO USE: *Use when fleshing out a character before drafting scenes — protagonist, antagonist, or major supporting role.

THE PROMPT:

You are a Big Five acquiring editor who has shaped hundreds of published books. Build a character profile for the role below with depth that informs every scene the character appears in.

Story genre and tone: [GENRE, TONE]

Character role: [PROTAGONIST / ANTAGONIST / LOVE INTEREST / MENTOR / FOIL]

Story function: [WHAT THIS CHARACTER MUST DO FOR THE PLOT]

Existing details you have: [ANY KNOWN FACTS]

Other characters in their orbit: [RELATIONSHIPS]

Deliver:

1. Surface details: name, age, appearance kept brief

2. Wound or backstory event that shapes their worldview

3. Want vs. need: what they think they need vs. what the story will teach them

4. Voice signature: distinctive speech patterns or vocabulary

5. Contradiction: the unexpected trait that makes them feel real

6. Arc trajectory across the story’s structure

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Characters become real when they want something on the page right now — not in flashback, not in interior monologue, on the page.

RECOMMENDED TOOL: Claude — produces psychologically textured character profiles with arc logic.

PROMPT #443: Writing & Publishing: Developmental Edit Guide

WHEN TO USE: *Use when conducting a developmental edit on your own manuscript or a client's.

THE PROMPT:

You are a developmental editor specializing in literary and commercial fiction. Provide a developmental edit guide for the manuscript premise below covering structure, pacing, and theme.

Manuscript premise: [LOGLINE]

Genre and target market: [GENRE, INTENDED READER]

Word count: [DRAFT LENGTH]

Author's primary concerns: [WHAT THEY ALREADY KNOW IS WEAK]

Story structural framework used: [STRUCTURE OR NONE]

Edit pass focus: [STRUCTURE / CHARACTER / THEME / PACING / ALL]

Deliver:

1. Editorial letter with overview of strengths first
2. Structural diagnosis: where the story sags, rushes, or loses focus
3. Character analysis: arcs that work, arcs that don't complete
4. Pacing report: scene-by-scene tension assessment
5. Theme coherence: where theme is earned vs. asserted
6. Prioritized revision plan: what to fix first, second, third

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: A developmental edit names the disease, not the symptom — slow pacing in chapter 12 is usually a structural problem in chapter 4.

RECOMMENDED TOOL: Claude — performs holistic manuscript analysis with respectful editorial voice.

PROMPT #444: Writing & Publishing: Query Letter Writer

WHEN TO USE: *Use when writing a query letter to submit a finished manuscript to literary agents.

THE PROMPT:

You are a literary agent at a top boutique who has sold 500+ titles worldwide. Write a query letter for the book below that an agent will actually read past the first paragraph.

Manuscript title and genre: [TITLE, GENRE]

Word count: [FINAL WORD COUNT]

Comp titles: [TWO TO THREE RECENT COMPS]

Premise: [LOGLINE]

Author bio: [RELEVANT CREDENTIALS, IF ANY]

Agent you're submitting to: [SPECIFIC AGENT, IF KNOWN]

Deliver:

1. Personalized opening line referencing why this agent specifically
2. Hook paragraph: protagonist + situation + stakes in 3-4 sentences
3. Conflict paragraph: the central problem and what raises it
4. Stakes paragraph: what protagonist must do, what they will lose
5. Housekeeping paragraph: title, genre, word count, comps
6. Bio paragraph: brief and relevant only
7. Professional close

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Comp titles signal market positioning more than craft inspiration — pick comps from the last three years that sold well.

RECOMMENDED TOOL: Claude — handles publishing-industry conventions and pitch-letter voice precisely.

PROMPT #445: Writing & Publishing: Book Description Optimizer

WHEN TO USE: *Use when optimizing the description that appears on a book's Amazon, Apple, or B&N retail page.

THE PROMPT:

You are a self-publishing strategist who has launched 50+ Amazon bestsellers. Optimize the book description for the title below to convert browsers into buyers on the retail page.

Title and subtitle: [BOOK TITLE]

Genre: [SPECIFIC GENRE/CATEGORY]

Target reader: [SPECIFIC READER PERSONA]

Hook: [THE ONE SENTENCE THAT MAKES IT IRRESISTIBLE]

Comparable bestsellers: [TITLES WITH STRONG DESCRIPTIONS TO STUDY]

Existing description (if any): [CURRENT COPY]

Deliver:

1. Above-the-fold hook: the first 2 lines that fight for the click
2. Tension paragraph that escalates stakes
3. A formatting block (HTML or formatted text for KDP)
4. Three to five emotional bullets that signal genre and pace
5. Author note or social proof (reviews, awards, blurbs) if available
6. A close that creates urgency without sounding like advertising

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Browsers buy on the first 2 lines and the bullets — write everything else assuming most readers never see it.

RECOMMENDED TOOL: Claude — produces conversion-optimized book descriptions in genre-native voice.

PROMPT #446: Small Business: Google Business Profile Optimizer

WHEN TO USE: *Use when claiming, optimizing, or auditing your Google Business Profile for local search visibility.

THE PROMPT:

You are a small business consultant who has helped 1,000+ owners scale to seven figures. Optimize the Google Business Profile below for visibility, conversions, and review velocity.

Business name and category: [NAME, GBP CATEGORY]

Service area: [GEOGRAPHY]

Current GBP status: [NEW / EXISTING / SUSPENDED]

Top 3 services or products: [WHAT YOU ACTUALLY SELL]

Competition: [TOP 3 COMPETING GBPS IN YOUR AREA]

Review profile: [CURRENT STAR AVERAGE AND COUNT]

Deliver:

1. Optimized business description (750 chars) with primary keyword
2. Category and service selections matching search intent
3. Photo strategy: types, frequency, optimal times
4. Posts and offers cadence with templates
5. Q&A pre-seeding strategy
6. Review acquisition workflow with request templates
7. Monthly maintenance checklist

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: GBP rewards activity, not perfection — a profile that posts weekly out-ranks one that was perfectly optimized last year.

RECOMMENDED TOOL: ChatGPT — generates GBP-compliant copy with strong local SEO instincts.

PROMPT #447: Small Business: Review Response Templates

WHEN TO USE: *Use when responding to customer reviews on Google, Yelp, Facebook, or other platforms.

THE PROMPT:

You are a former SBA mentor with deep expertise across local business operations. Draft review responses for the scenarios below that protect reputation and demonstrate care.

Review platform: [GOOGLE / YELP / FACEBOOK / INDUSTRY-SPECIFIC]

Review tone: [POSITIVE / NEUTRAL / NEGATIVE / FAKE-SUSPECTED]

Specific content of the review: [PASTE OR SUMMARIZE]

Your business voice: [WARM / PROFESSIONAL / PLAYFUL]

Goal of response: [GRATITUDE / RESOLUTION / DAMAGE CONTROL / RECRUITMENT-OF-OTHERS]

Deliver:

1. Response under 100 words (mobile-readable)

2. Personalized opening using reviewer's name when available

3. Specific reference to something they mentioned (not generic gratitude)

4. For negatives: acknowledgment + offline-resolution offer + no defensive language

5. For positives: thank + reinforce what they liked + warm close

6. Compliance check: no privacy violations, no admission of liability

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Future customers read your responses to negative reviews more carefully than the reviews themselves — write for the audience, not the reviewer.

RECOMMENDED TOOL: Claude — calibrates tone for high-stakes public communication.

PROMPT #448: Small Business: Job Posting Writer

WHEN TO USE: *Use when posting a job for a role at a small business or solo practice.

THE PROMPT:

You are an Etsy and Shopify growth strategist for craft and product businesses. Write a job posting for the role below that attracts qualified applicants and filters out the rest.

Role title: [TITLE]

Business and team size: [TEAM SIZE, COMPANY DESCRIPTION]

Employment type: [FULL-TIME / PART-TIME / CONTRACT]

Location: [ON-SITE / HYBRID / REMOTE]

Key responsibilities: [TOP 5]

Must-have qualifications: [NON-NEGOTIABLES]

Compensation range: [SALARY OR HOURLY]

Deliver:

1. Job title that matches what candidates actually search for

2. Opening that sells the company, not the role

3. Responsibilities in plain language, action-verb-led

4. Qualifications split into must-have vs. nice-to-have

5. Compensation transparency where legally required (and a good idea elsewhere)

6. Application instructions with one specific step that filters serious candidates

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: A weird application step (a specific question to answer, a sample to send) cuts your applicant volume in half and your hiring time in three.

RECOMMENDED TOOL: Claude — writes inclusive, accurate job posts that filter for fit.

PROMPT #449: Small Business: SOP Template

WHEN TO USE: *Use when documenting a recurring business process so it can be delegated, trained on, or scaled.

THE PROMPT:

You are a local SEO and reputation management specialist for service businesses. Build an SOP for the recurring process below that any team

member could follow on day one.

Process name: [SPECIFIC PROCESS]

Frequency: [DAILY / WEEKLY / MONTHLY / EVENT-TRIGGERED]

Current owner: [WHO DOES IT NOW]

Trigger: [WHAT STARTS THIS PROCESS]

Tools and systems involved: [SPECIFIC SOFTWARE]

Quality standard: [WHAT "DONE WELL" LOOKS LIKE]

Common failure modes: [WHERE IT BREAKS]

Deliver:

1. Purpose statement: why this SOP exists
2. Trigger and inputs
3. Numbered steps in present tense, second person
4. Decision points called out explicitly with criteria
5. Quality check: how owner verifies done
6. Escalation path when something is wrong
7. Last-updated metadata and review cadence

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: A good SOP can be executed by someone on their first day — write to that standard or you have a memory aid, not a system.

RECOMMENDED TOOL: Claude — produces operational documentation with appropriate detail and structure.

PROMPT #450: Small Business: Local Marketing Plan

WHEN TO USE: *Use when planning local marketing for a brick-and-mortar or service-area business.

THE PROMPT:

You are a fractional COO embedded with multiple small businesses simultaneously. Build a local marketing plan for the business below grounded in the realities of foot traffic and community.

Business: [BUSINESS TYPE, OFFER]

Service area: [GEOGRAPHIC RADIUS]

Current marketing: [WHAT YOU ALREADY DO]

Budget available: [MONTHLY OR QUARTERLY]

Time available for marketing work: [HOURS PER WEEK]

Specific growth goal: [REVENUE / NEW CUSTOMERS / RETENTION]

Deliver:

1. A 90-day plan organized by what works without paid ads first
2. Local SEO and GBP foundation tasks
3. Community presence: events, partnerships, local sponsorships
4. Referral system with specific incentives
5. Paid layer (only after foundation is in place)
6. Tracking: what to measure weekly and monthly
7. Realistic time and dollar estimates per tactic

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Local marketing compounds — the agent who shows up at the chamber of commerce monthly outpaces the one who runs Facebook ads quarterly.

RECOMMENDED TOOL: Claude — produces realistic, sequenced local growth plans.

PROMPT #451: Coaching & Consulting: Framework Extraction Tool

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WHEN TO USE: *Use when extracting a teachable framework from your existing methodology or expertise.

THE PROMPT:

You are a master coach trained at the highest ICF credentialing levels. Extract a teachable framework from the methodology below that clients can grasp and apply.

Your domain: [WHAT YOU COACH/CONSULT ON]

Your methodology in raw form: [CURRENT WAY YOU EXPLAIN IT]

Target audience for the framework: [WHO WILL LEARN IT]

Use case: [BOOK / COURSE / KEYNOTE / WORKSHOP / SALES TOOL]

Differentiation: [HOW IT DIFFERS FROM EXISTING FRAMEWORKS]

Deliver:

1. A memorable framework name (3-5 words)
2. A 3 to 7 step structure with each step named in parallel grammatical form
3. A one-sentence definition per step
4. A mnemonic, acronym, or visual model that aids recall
5. A diagnostic: how someone knows which step they're currently failing at
6. Application examples in two distinct domains

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Frameworks spread when they're short enough to repeat over coffee — five steps is the ceiling, three is better.

RECOMMENDED TOOL: Claude — strong at conceptual abstraction and naming.

PROMPT #452: Coaching & Consulting: Discovery Call Prep Guide

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WHEN TO USE: *Use when preparing for a discovery, sales, or first-meeting call with a prospective client.

THE PROMPT:

You are a strategy consultant who has built and sold a seven-figure coaching business. Build a discovery call prep guide for the prospect profile below that surfaces the real problem.

Prospect company and role: [COMPANY, TITLE]

How they came to you: [INBOUND / REFERRAL / OUTBOUND]

What you already know: [STATED PROBLEM, DETAILS FROM INTAKE]

Your standard offer: [SERVICES YOU MIGHT SELL]

Your minimum engagement: [WHAT YOU WON'T GO BELOW]

Time available: [CALL LENGTH]

Deliver:

1. Pre-call research checklist with specific items to look up
2. Opening question that shifts conversation away from features
3. Question sequence that surfaces real problem under stated problem
4. Budget and authority qualifying questions framed naturally
5. Three potential paths the call could take, with talking points for each
6. Close: how you ask for the next step without sounding like a closer

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Discovery calls fail when you talk about your offer in the first 20 minutes — the prospect should be doing more talking than you for at least that long.

RECOMMENDED TOOL: Claude — designs natural sales conversations with strategic intent.

PROMPT #453: Coaching & Consulting: Proposal Writer

WHEN TO USE: *Use when writing a coaching or consulting proposal after a discovery call.

THE PROMPT:

You are an executive coach to Fortune 500 C-suite leaders. Write a coaching or consulting proposal for the engagement below that justifies premium pricing.

Client situation: [WHAT YOU LEARNED ON DISCOVERY]

Stated goal: [WHAT THEY SAID THEY WANT]

Underlying problem: [WHAT YOU IDENTIFIED]

Proposed engagement: [SCOPE, FORMAT, DURATION]

Investment: [PRICING]

Comparable client outcomes: [PAST RESULTS]

Decision timeline: [WHEN THEY NEED TO DECIDE]

Deliver:

1. Cover that recaps the conversation in their words
2. Diagnostic section: what you heard, what you observed

3. Approach: the methodology you'll apply

4. Scope: deliverables, sessions, access, communication

5. Timeline and milestones

6. Investment with anchor and clear payment terms

7. Outcomes and outside-the-engagement commitments

8. Two clear next steps

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Premium proposals open with the client's problem in their own words — the moment they read themselves on page one, your price stops being the issue.

RECOMMENDED TOOL: Claude — produces persuasive proposals with empathic accuracy.

PROMPT #454: Coaching & Consulting: Session Follow-Up Template

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WHEN TO USE: *Use when sending a session follow-up to keep momentum between coaching or consulting touchpoints.

THE PROMPT:

You are a coaching business mentor who has helped 500+ coaches launch successful practices. Draft a session follow-up message for the client situation below that reinforces commitments and momentum.

Client and engagement: [CLIENT, PROGRAM]

Session date and key topics: [WHAT WAS DISCUSSED]

Specific commitments client made: [WHAT THEY SAID THEY'D DO]

Specific commitments you made: [WHAT YOU SAID YOU'D DO]

Next session date: [WHEN]

Tone: [FORMAL / WARM / CHALLENGING]

Deliver:

1. Subject line that earns the open without sounding generic

2. A two-sentence recap of the session's core insight

3. Their commitments listed back to them with timelines

4. Your commitments listed with timelines

5. A reflective question to sit with before next session

6. Optional resource that connects to the work

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Follow-ups that recap your insight beat follow-ups that recap their insight — make them feel they got something between sessions, not just nagged about homework.

RECOMMENDED TOOL: Claude — produces calibrated follow-up notes with coaching sensibility.

PROMPT #455: Coaching & Consulting: Course Outline Builder

WHEN TO USE: *Use when outlining a course based on your coaching or consulting expertise for self-paced or cohort delivery.

THE PROMPT:

You are a sales-trained consultant who closes high-ticket coaching engagements. Build an outline for a course on the topic below with modules, learning outcomes, and a teachable arc.

Course topic: [SPECIFIC TOPIC]

Target student transformation: [BEFORE STATE → AFTER STATE]

Format: [SELF-PACED / LIVE COHORT / HYBRID]

Duration: [WEEKS, HOURS PER WEEK]

Price tier: [BUDGET / MID / PREMIUM]

Differentiation: [WHY YOURS NOT THEIRS]

Deliver:

1. Promise statement: the transformation in one sentence

2. Module-by-module outline with learning outcomes per module

3. Lesson breakdown within modules

4. Assignments or implementation prompts that produce real outputs

5. Live elements (Q&A, office hours, cohort calls) if applicable

6. Capstone project or proof-of-transformation milestone

7. Bonus content map and lead magnets that warm to the course

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Courses sell on outcome, not curriculum — design backward from the after-state, never forward from the topic.

RECOMMENDED TOOL: Claude — designs structured learning experiences with adult-learning logic.

PROMPT #456: E-Commerce: Product Listing Optimizer

WHEN TO USE: *Use when optimizing an underperforming product listing on Amazon, Shopify, or another e-commerce platform.

THE PROMPT:

You are an e-commerce operator who has scaled three Shopify brands past $10M ARR. Optimize the product listing below for conversion, including title, bullets, description, and search terms.

Platform: [AMAZON / SHOPIFY / ETSY / WALMART]

Product: [NAME, KEY FEATURES]

Target customer: [SPECIFIC PERSONA]

Top 3 search terms you want to rank for: [KEYWORDS]

Current performance: [CTR, CONVERSION RATE]

Top 3 competitors: [COMPETING LISTINGS]

Deliver:

1. Title with keyword-front-loaded structure for the platform

2. Five bullets that lead with benefit and back with feature

3. Description with HTML-supported formatting where allowed

4. Backend search terms or hidden keyword field

5. Image plan: hero, lifestyle, infographic, comparison, FAQ-image

6. A+ content or branded content recommendations

7. Review-acquisition tactic for the first 30 days

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: CTR fixes happen on the title and main image; conversion fixes happen on the bullets and reviews — diagnose where you're losing before you optimize.

RECOMMENDED TOOL: ChatGPT — strong at platform-specific listing copy at scale.

PROMPT #457: E-Commerce: PPC Keyword Set Generator

WHEN TO USE: *Use when building or refreshing the keyword set for a paid search or Amazon PPC campaign.

THE PROMPT:

You are an Amazon FBA strategist with $50M in lifetime client revenue. Generate a PPC keyword set for the product below segmented by match type and intent.

Product or category: [PRODUCT, CATEGORY]

Platform: [GOOGLE ADS / AMAZON / META / BING]

Existing keyword data: [TOP PERFORMERS, MAJOR LOSERS]

Budget for testing: [DAILY OR MONTHLY BUDGET]

Target ACOS or ROAS: [TARGET METRIC]

Competitive landscape: [HEAVY / LIGHT / EMERGING]

Deliver:

1. Keyword list segmented by intent: branded, generic, problem-aware, solution-aware, competitor

2. Match-type strategy per segment

3. Negative keyword starter list

4. Bid strategy by segment

5. A "long-tail discovery" plan for finding hidden winners

6. Reporting cadence and pruning rules

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Long-tail terms convert; head terms research — fund discovery campaigns separately and don't judge them by ACOS in week one.

RECOMMENDED TOOL: ChatGPT — generates large structured keyword sets with intent tagging.

PROMPT #458: E-Commerce: Email Sequence Writer

WHEN TO USE: *Use when writing an email sequence for a specific e-commerce lifecycle moment.

THE PROMPT:

You are a DTC growth marketer who has run viral product launches for digitally native brands. Write an email sequence for the e-commerce goal below: welcome, abandoned cart, post-purchase, or win-back.

Sequence type: [WELCOME / ABANDONED CART / POST-PURCHASE / WIN-BACK / VIP]

Brand and category: [BRAND, CATEGORY]

Sender voice: [WARM / PROFESSIONAL / PLAYFUL]

Brand differentiation: [WHY CUSTOMERS PICK YOU]

Offer or hook: [DISCOUNT / FREE SHIPPING / VALUE-LED]

Number of emails: [SEQUENCE LENGTH]

Deliver:

1. Sequence map: timing of each email from trigger
2. Per-email subject line (and a backup variation)
3. Per-email preview text optimized for inbox
4. Per-email body in mobile-friendly format
5. Clear CTA strategy across the sequence (urgency only late, not early)
6. Personalization tokens and segmentation logic

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Welcome sequences sell more than abandoned-cart sequences over time — invest in onboarding before optimizing recovery.

RECOMMENDED TOOL: Claude — produces lifecycle-appropriate email sequences with strong narrative arc.

PROMPT #459: E-Commerce: Review Request Template

WHEN TO USE: *Use when designing post-purchase review request messages to grow your social proof.

THE PROMPT:

You are a CRO specialist who has lifted conversion rates by 200%+ for hundreds of stores. Draft review request messages for the post-purchase scenario below that maximize response rate without feeling pushy.

Platform you want reviews on: [AMAZON / SHOPIFY / GOOGLE / TRUSTPILOT]

Product type and price tier: [PRODUCT, PRICE]

Days post-delivery for first request: [TIMING]

Channel: [EMAIL / SMS / PACKAGE INSERT]

Existing review base: [REVIEW COUNT, STAR AVERAGE]

Compliance constraints: [PLATFORM TOS]

Deliver:

1. A request sequence: first ask, gentle follow-up, last call

2. Subject lines and SMS copy under platform character limits

3. A “if happy / if not happy” branching path that captures concerns privately

4. Compliance check against the platform’s terms (no incentivized reviews where prohibited)

5. A package insert script for product-specific QR-code requests

6. Timing optimization based on product use cycle

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Reviews compound — a 60-day-old review of yours outranks a fresh review of a competitor’s, so plant slowly and consistently.

RECOMMENDED TOOL: Claude — produces compliant, conversion-optimized review-request copy.

PROMPT #460: E-Commerce: Competitor Analysis Tool

WHEN TO USE: *Use when analyzing a competitor product or store to find what to learn, copy, or attack.

THE PROMPT:

You are a retention marketing director specializing in lifecycle and email for e-commerce. Build a competitor analysis for the product or category below that reveals what to copy, what to avoid, and where to outflank.

Competitor: [STORE OR PRODUCT]

Their position relative to yours: [BIGGER / SIMILAR / SMALLER]

What you suspect they do well: [HYPOTHESES]

What you suspect they do poorly: [HYPOTHESES]

Where you compete directly: [SHARED PRODUCTS, KEYWORDS, AUDIENCES]

Your goal from this analysis: [DEFENSIVE / OFFENSIVE / LEARNING]

Deliver:

1. Listing-level analysis: what their titles, bullets, images do well
2. Pricing and offer analysis: bundles, ladders, anchoring
3. Review insight: what their customers love and complain about
4. Traffic and ad strategy inferences from public data
5. Three things to copy now
6. Three things to specifically not copy and why
7. A prioritized opportunity list

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Competitor reviews are the highest-ROI research on the internet — every angry one-star is a feature you can build, every five-star is positioning you can copy.

RECOMMENDED TOOL: Perplexity (data) + Claude (analysis) — combination handles factual lookup and pattern synthesis.

PROMPT #461: Content Creation: YouTube Script Writer

WHEN TO USE: *Use when writing a YouTube script for educational, entertainment, or commentary content.

THE PROMPT:

You are a YouTube creator with 5M subscribers and a content engine producing daily videos. Write a YouTube script for the video below that holds attention from hook to call-to-action.

Channel niche: [YOUR CHANNEL TOPIC]

Video type: [TUTORIAL / COMMENTARY / INTERVIEW / VLOG / LIST]

Target length: [SHORT / 8-12 MIN / 15-20 MIN / LONG]

Audience: [VIEWER PERSONA AND PRIOR KNOWLEDGE]

Hook angle: [THE PROMISE OF THE FIRST 30 SECONDS]

Goal: [SUBS / WATCH TIME / CONVERSION / COMMENTS]

Deliver:

1. Hook for first 30 seconds engineered for retention
2. Setup that establishes stakes without losing pace
3. Body in numbered or chaptered structure with pattern interrupts
4. Mid-roll engagement prompt (comments, poll, like)
5. CTA designed for the goal (sub vs. click vs. comment)
6. B-roll and visual notes per section
7. Title and thumbnail concepts (3 options each)

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: YouTube retention dies in the first minute or not at all — over-invest in the cold open, under-invest in the intro music.

RECOMMENDED TOOL: Claude — strong at pacing, hooks, and long-form retention strategy.

PROMPT #462: Content Creation: Newsletter Issue Builder

WHEN TO USE: *Use when drafting a regular newsletter issue for a paid or free email audience.

THE PROMPT:

You are a newsletter operator with 250,000 paid subscribers and category-leading open rates. Build a newsletter issue for the topic below that subscribers will actually open and read.

Newsletter and audience: [NEWSLETTER NAME, READER PERSONA]

Issue topic: [SPECIFIC TOPIC]

Format conventions: [SECTIONS YOUR ISSUES TYPICALLY HAVE]

Voice: [FORMAL / CONVERSATIONAL / PROVOCATIVE / EXPERT]

Approximate word count: [TARGET]

Goal of this issue: [INSIGHT / DRIVE-CLICK / SELL / DISCUSS]

Deliver:

1. Subject line and preview text optimized for the audience
2. Opening hook that earns the second sentence
3. A structured body in 3-5 sections that hold one idea each
4. Personal-voice elements that distinguish from corporate content
5. A single, clear CTA — only one per issue
6. A signoff that reinforces relationship, not just sign-off

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Newsletters build on personality more than information — your reader can Google the facts, but they read you for the take.

RECOMMENDED TOOL: Claude — captures distinct authorial voice in long-form prose.

PROMPT #463: Content Creation: Podcast Episode Outline

WHEN TO USE: *Use when planning a podcast episode whether solo, co-hosted, or with a guest.

THE PROMPT:

You are a podcast host whose show ranks consistently in the top 100 globally. Outline a podcast episode on the topic below with hooks, talking points, and guest questions if applicable.

Show and audience: [SHOW NAME, LISTENER PERSONA]

Episode format: [SOLO / CO-HOST / INTERVIEW / PANEL]

Guest if applicable: [NAME, EXPERTISE, ANGLE]

Episode topic: [SPECIFIC TOPIC]

Target length: [MINUTES]

Goal: [TEACH / ENTERTAIN / NETWORK / DRIVE-LEAD]

Deliver:

1. Cold-open hook, 30-60 seconds
2. Show intro and topic setup
3. Three to five core segments with talking points or guest questions
4. Story prompts that elicit specific anecdotes (for guests)
5. Mid-roll ad placement and reads if monetized
6. Listener call-to-action (specific, not “rate and review”)
7. Show-notes outline with timestamps

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Guest interviews fail when you ask about their expertise — ask about their stories, and the expertise comes for free.

RECOMMENDED TOOL: Claude — produces conversational, story-rich podcast structures.

PROMPT #464: Content Creation: Social Media Batch Creator

WHEN TO USE: *Use when batch-creating social posts for a campaign, theme week, or content sprint.

THE PROMPT:

You are a content strategist who has built audiences for venture-backed media companies. Build a series of social media posts for the campaign below adapted to each platform’s native style.

Brand and voice: [BRAND, VOICE GUIDELINES]

Campaign or theme: [CAMPAIGN]

Channels: [PLATFORMS YOU’RE PUBLISHING ON]

Volume: [POSTS PER PLATFORM]

Visual constraint: [BRAND VISUAL RULES]

Goal: [REACH / ENGAGEMENT / CLICKS / CONVERSIONS]

Deliver:

1. Posts adapted natively to each platform (not cross-posted)

2. Hooks that respect platform behavior (long-form on LinkedIn, fast on TikTok)

3. Visual brief per post: image, video, or carousel

4. Hashtag and mention strategy per platform

5. Posting cadence and best-time recommendations

6. A reactive slot per platform for trending opportunities

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Cross-posting trains your followers to ignore you — what works on LinkedIn embarrasses you on TikTok and vice versa.

RECOMMENDED TOOL: Claude — captures platform-native voice across very different channels.

PROMPT #465: Content Creation: Content Repurposing Chain

WHEN TO USE: *Use when planning a content repurposing chain — turning one hero piece into many derivatives across platforms.

THE PROMPT:

You are a creator economy consultant advising top creators on content systems. Build a content repurposing chain for the source piece below that maximizes reach across channels.

Hero piece: [LONG-FORM ASSET — VIDEO, ESSAY, EPISODE]

Hero length and format: [DURATION OR WORD COUNT]

Channels you publish on: [ALL PLATFORMS]

Goal: [REACH / SEO / LEAD-GEN]

Time available for repurposing: [HOURS]

Tools available: [DESCRIPT, OPUS CLIP, ETC.]

Deliver:

1. A repurposing map: hero → derivatives, with each derivative's purpose

2. Specific cuts: 5-10 short-form clips with hook + payoff identified

3. Long-form derivatives: blog post, newsletter, LinkedIn article

4. Audio repurposing if applicable: podcast clip, audiogram
5. Visual repurposing: quote cards, carousels, infographic
6. A publishing sequence over 2-4 weeks
7. Tracking method to know which derivative drove which result

Use industry-specific terminology naturally. Write for an experienced professional who wants expert-level execution, not a primer.

PRO TIP: Customize every template for your specific market and brand — generic industry templates underperform personalized ones by 40-60%.

RECOMMENDED TOOL: Claude — creates the most industry-aware, nuanced professional content.

Chapter 11: Advanced Prompt Engineering

Everything to this point has been applied prompting — prompts you can copy and use today. This chapter is different. These are the techniques that separate power users from casual users: chain-of-thought reasoning, few-shot prompting, prompt chaining, system prompts, role stacking, constraint engineering, output formatting, self-critique loops, multi-agent workflows, and meta-prompts. Master these and you stop needing prompt libraries. You build prompts on the fly, for situations no book anticipated, and you get them right the first time.

Chain-of-Thought, Roles, Output Control, System Prompts & Meta-Prompts

PROMPT #466: Multi-Step Reasoning Prompt

WHEN TO USE: *Use when a problem requires sequential thinking and the AI needs to work through it step by step.

THE PROMPT:

You are solving a complex problem that requires careful reasoning. Before giving your answer, think through this step by step.

Problem: [DESCRIBE THE COMPLEX QUESTION OR SITUATION]

Instruction: Do NOT jump to a conclusion. Instead:

1. UNDERSTAND: Restate the problem in your own words. What exactly is being asked?

2. DECOMPOSE: Break the problem into 3-5 smaller sub-problems

3. ANALYZE: Work through each sub-problem independently, showing your reasoning

4. SYNTHESIZE: Combine the sub-answers into a coherent overall answer

5. VALIDATE: Check your answer — does it actually address the original question? Are there logical gaps?

6. QUALIFY: State your confidence level and what assumptions you're making

Format your response with clear section headers for each step.

If at any point your reasoning contradicts an earlier step, acknowledge it and resolve the contradiction rather than ignoring it.

After your final answer, provide:

- Key assumptions that could change the answer

- Alternative conclusion if a key assumption is wrong

- What additional information would improve the analysis

PRO TIP: Use chain-of-thought for any question where the answer isn't immediately obvious — forcing step-by-step reasoning reduces AI errors by 30-50% on complex problems.

RECOMMENDED TOOL: Claude — the strongest model for structured multi-step reasoning.

PROMPT #467: Decision Analysis Framework

WHEN TO USE: *Use when facing a complex decision with multiple factors and uncertain outcomes.

THE PROMPT:

You are a decision analysis expert using structured analytical techniques. Help me analyze this decision.

Decision: [WHAT I'M DECIDING]

Options: [OPTION A], [OPTION B], [OPTION C if applicable]

Stakes: [WHAT'S AT RISK]

Timeline: [WHEN I NEED TO DECIDE]

Reversibility: [CAN I UNDO THIS DECISION?]

Analysis process (show your work at each step):

1. CRITERIA IDENTIFICATION:
   - What factors matter most in this decision? (list 5-8)

- Weight each criterion by importance (1-10)

2. OPTIONS ANALYSIS:
   - For each option, score against each criterion (1-10)
   - Calculate weighted scores
   - Identify the analytical winner
3. SECOND-ORDER EFFECTS:
   - For each option: What happens AFTER the initial choice? (consequences of consequences)
   - Which option has the best long-term trajectory?
4. PRE-MORTEM:
   - Assume you chose Option A and it failed spectacularly. Why?
   - Repeat for Option B
   - Which failure is more recoverable?
5. REGRET MINIMIZATION:
   - At age 80, which choice would you regret NOT making?
6. GUT CHECK:
   - Does the analytical answer match your intuition?
   - If not, what criterion is missing from the analysis?
7. RECOMMENDATION: The option, the reasoning, and the first step to take.

PRO TIP: If the analysis says Option A but your gut says Option B, add more criteria until the framework captures what your intuition is detecting — your gut isn't wrong, your model is incomplete.

RECOMMENDED TOOL: Claude — the most rigorous decision analysis across multiple frameworks.

PROMPT #468: Problem Decomposition Method

WHEN TO USE: *Use when a problem feels too big or complex to tackle directly.

THE PROMPT:

You are a systems thinker specializing in breaking complex problems into manageable pieces.

The big problem: [DESCRIBE THE OVERWHELMING OR COMPLEX CHALLENGE]

Why it feels stuck: [WHAT MAKES THIS HARD TO SOLVE]

What I've tried: [PREVIOUS APPROACHES]

Decomposition process:

1. RESTATE: Define the problem precisely in one sentence (vague problems can't be decomposed)

2. CATEGORIZE: Is this a:
   - People problem? (skills, motivation, communication)
   - Process problem? (workflow, handoffs, tools)
   - Strategy problem? (direction, priorities, resources)
   - Knowledge problem? (information gaps, uncertainty)
   - Combination? (most real problems are — identify the mix)

3. DECOMPOSE into sub-problems:
   - Sub-problem 1: [WHAT] — solvable independently? By whom?
   - Sub-problem 2: [WHAT] — dependent on sub-problem 1?
   - Sub-problem 3: [WHAT] — could be solved in parallel?
   - (continue until each piece is small enough to have a clear next step)

4. SEQUENCE: Which sub-problem should be solved first? (dependencies, quick wins, blocking issues)

5. ASSIGN: Who owns each sub-problem? What resources do they need?

6. INTEGRATE: How do the sub-solutions combine back into a whole-problem solution?

7. FIRST MOVE: The single smallest action that starts progress. Do this TODAY.

The goal: Transform an overwhelming problem into a series of boring, doable tasks.

PRO TIP: The hardest part of solving a big problem is admitting you don't know where to start — decomposition gives you permission to start small.

RECOMMENDED TOOL: Claude — excels at systematic problem decomposition.

PROMPT #469: Comparative Evaluation System

WHEN TO USE: *Use when you need to objectively compare multiple options across numerous dimensions.

THE PROMPT:

You are an evaluation methodologist. Help me systematically compare [NUMBER] options for [DECISION].

Options to compare:

1. [OPTION A]
2. [OPTION B]
3. [OPTION C]

Evaluation request: [WHAT I NEED TO DECIDE]

Priorities: [WHAT MATTERS MOST TO ME]

Comparative analysis (show reasoning for each score):

1. DIMENSION IDENTIFICATION:

   Generate 8-12 evaluation dimensions relevant to this specific decision.

   For each: Define it, explain why it matters, and weight its importance (1-10).

2. SCORING:

   For each option on each dimension:

   - Score (1-10)
   - Evidence or reasoning supporting the score
   - Confidence in the score (HIGH/MEDIUM/LOW)

3. WEIGHTED ANALYSIS:

   Calculate weighted scores. Present as a clear comparison table.

4. SENSITIVITY TESTING:

   - If I change the top weight, does the winner change?
   - Which 2 dimensions have the most power to flip the result?

5. QUALITATIVE OVERLAY:

   - What doesn’t the numbers capture?
   - Intangibles that should influence the decision

6. SCENARIO ANALYSIS:

- Best case for each option
- Worst case for each option
- Most likely case for each option

7. FINAL RECOMMENDATION:
- The winner, the reasoning, and the key risk to watch
- “Choose A if you value [X], choose B if you value [Y]”

PRO TIP: The most important step is choosing the RIGHT evaluation dimensions — garbage criteria produce garbage rankings regardless of how rigorous the scoring is.

RECOMMENDED TOOL: Claude — creates the most thorough, well-reasoned comparative evaluations.

PROMPT #470: Hypothesis Testing Prompt

WHEN TO USE: *Use when you have a theory about something and need to rigorously test whether it holds up.

THE PROMPT:

You are a research methodologist. Help me test this hypothesis rigorously.

My hypothesis: [WHAT I BELIEVE TO BE TRUE]

Basis: [WHY I THINK THIS — evidence, observation, intuition]

Stakes: [WHAT DEPENDS ON THIS BEING TRUE OR FALSE]

Hypothesis testing process:

1. FORMALIZE:
- Null hypothesis (H0): [THE THING I’M TRYING TO DISPROVE]
- Alternative hypothesis (H1): [WHAT I BELIEVE IS TRUE]
- Operationalize: How would we measure whether H1 is true?

2. EVIDENCE FOR:
- What evidence supports H1? (list 3-5 points)
- How strong is each piece of evidence? (STRONG/MODERATE/WEAK)
- Could this evidence be explained by something other than H1?

3. EVIDENCE AGAINST:

- What evidence contradicts H1? (actively seek disconfirming evidence)
- What would have to be true for H1 to be FALSE?
- Is there a simpler explanation that accounts for the same observations?

4. TESTING PLAN:
- What experiment or analysis would definitively test this hypothesis?
- What result would CONFIRM H1?
- What result would REJECT H1?
- What's the cheapest/fastest way to run this test?

5. VERDICT:
- Confidence in H1 (as a percentage with reasoning)
- Key uncertainties remaining
- Recommended next step: test, act on it, or gather more information

Bias check: Am I seeing what I want to see? What would a skeptic say?

PRO TIP: Actively seek evidence AGAINST your hypothesis — confirmation bias makes us brilliant at finding support for what we already believe and blind to contradicting evidence.

RECOMMENDED TOOL: Claude — the most intellectually honest model for rigorous hypothesis testing.

PROMPT #471: Expert Panel Simulation

WHEN TO USE: *Use when you want multiple expert perspectives on a complex question.

THE PROMPT:

Simulate a panel of 5 experts discussing: [YOUR QUESTION/TOPIC].

The question: [THE SPECIFIC QUESTION OR DECISION]

Domain: [FIELD]

I need: [DIVERSE PERSPECTIVES / DEBATE / CONSENSUS / RECOMMENDATIONS]

Panel composition:

1. The Practitioner: Someone who does this work daily. Focused on what works in reality.

2. The Academic: A researcher with deep theoretical knowledge. Focused on evidence and frameworks.

3. The Contrarian: Someone who challenges conventional wisdom. Focused on what everyone else is missing.

4. The Customer/User: Someone affected by this decision. Focused on real-world impact.

5. The Futurist: Someone who sees where this is heading. Focused on long-term implications.

Simulation format:

- Each expert gives their initial take (3-5 sentences each)
- The Contrarian challenges the most popular view
- The panel responds to the challenge
- Points of agreement and disagreement are catalogued
- Final synthesis: What the collective wisdom suggests

After the simulation:

- Which expert's perspective is most relevant to my situation?
- Where did experts agree? (high confidence)
- Where did they disagree? (areas requiring more research)
- What would I ask if I could follow up with one expert?

PRO TIP: Use this when you catch yourself in an echo chamber — the Expert Panel forces you to consider perspectives you'd naturally ignore.

RECOMMENDED TOOL: Claude — simulates the most distinct, authentic expert voices.

PROMPT #472: Devil's Advocate Generator

WHEN TO USE: *Use when you need someone to challenge your plan, idea, or decision before you commit.

THE PROMPT:

You are a strategic devil's advocate. Your job is to find every weakness in my plan before reality does.

My plan/idea: [DESCRIBE YOUR PLAN IN DETAIL]

Why I think it'll work: [MY REASONING]

What I’ve invested so far: [TIME, MONEY, REPUTATION]

Stakes: [WHAT HAPPENS IF THIS FAILS]

Devil’s advocate analysis:

1. ASSUMPTION ATTACK: Identify the 5 biggest assumptions my plan relies on. For each:

- The assumption stated clearly
- What happens if this assumption is wrong
- How likely it is to be wrong (with reasoning)

2. COMPETITIVE RESPONSE: How will competitors, opponents, or market forces react to this plan? What moves could neutralize it?

3. EXECUTION RISKS: Where is this plan most likely to break down in implementation? (The difference between a good idea and a good result is always execution)

4. HIDDEN COSTS: What costs am I not seeing? (Time, opportunity cost, relationship cost, reputation cost)

5. WORST-CASE SCENARIO: If everything that could go wrong DOES go wrong, what happens? Can I survive it?

6. TIMING CRITIQUE: Is now the right time? What changes if I wait 3 months? What if I’m 6 months late?

7. THE KILL SHOT: What’s the single most likely reason this plan fails entirely?

8. REHABILITATION: After the critique, what’s still strong about this plan? And how to shore up the weak points I’ve identified.

Be brutal but constructive. I don’t need validation — I need stress-testing.

PRO TIP: Run Devil’s Advocate on every major decision BEFORE committing resources — it’s infinitely cheaper to find weaknesses in a plan than in an execution.

RECOMMENDED TOOL: Claude — delivers the most honest, useful devil’s advocate analysis.

PROMPT #473: AI Mentor/Coach Persona

WHEN TO USE: *Use when you want AI to serve as an ongoing coach or mentor for a specific area of your life or work.

THE PROMPT:

You are my personal [DOMAIN] mentor. I want you to coach me the way a world-class mentor would.

Domain: [CAREER / LEADERSHIP / ENTREPRENEURSHIP / CREATIVITY / COMMUNICATION / SPECIFIC SKILL]

My level: [BEGINNER / INTERMEDIATE / ADVANCED]

My current challenge: [WHAT I'M WORKING ON RIGHT NOW]

What I need from a mentor: [ACCOUNTABILITY / PERSPECTIVE / SKILL BUILDING / CONFIDENCE / STRATEGY]

Mentor persona:

- Name and background: [CREATE A SPECIFIC MENTOR PERSONA WITH RELEVANT EXPERIENCE]

- Mentoring style: Direct and honest, but always supportive

- Communication: Ask more questions than give answers — help me discover insights myself

In this conversation:

1. Start by understanding my situation (ask 3 focused questions)

2. Identify the REAL challenge (it's often different from what I initially describe)

3. Share a relevant lesson from your experience

4. Challenge my thinking where I'm playing too safe or not seeing clearly

5. Help me develop MY answer, not give me yours

6. End with one specific action I should take before our next conversation

Mentor rules:

- Never just agree with me to be supportive — push me

- Call out when I'm making excuses

- Celebrate genuine progress

- Always connect advice to my stated goals

- Be patient but not passive

PRO TIP: Choose a mentor persona that's 5-10 years ahead of where you want to be — too far ahead and the advice feels irrelevant, too close and they can't see patterns you can't.

RECOMMENDED TOOL: Claude — creates the most authentic, challenging mentor interactions.

PROMPT #474: Interviewer Simulation

WHEN TO USE: *Use when you want to practice for an interview by having AI play the interviewer.

THE PROMPT:

You are a senior interviewer at [COMPANY] conducting a [INTERVIEW TYPE] interview for [ROLE].

Role I’m interviewing for: [JOB TITLE]

Company: [COMPANY NAME]

Interview stage: [PHONE SCREEN / ONSITE / FINAL ROUND / PANEL]

Interviewer persona: [HIRING MANAGER / HR / TECHNICAL LEAD / VP]

Conduct the interview:

1. Start with a warm but professional greeting

2. Ask questions one at a time — wait for my response before moving on

3. Follow up on my answers with probing questions (like a real interviewer would)

4. Include a mix of:

   - Behavioral questions (“Tell me about a time when...”)
   - Technical/role-specific questions
   - Situational questions (“What would you do if...”)
   - Culture fit questions
   - One curveball question they wouldn’t expect

5. Give me verbal cues a real interviewer would (nodding, “interesting,” follow-ups)

6. End with “Do you have any questions for me?” and evaluate my questions

After the interview, break character and provide:

- Score (1-10) for each answer

- What I did well

- What I should improve
- Red flags from a hiring manager's perspective
- Specific rewrites for my weakest 2 answers

Be a tough but fair interviewer. Don't softball me.

PRO TIP: Do at least 3 mock interviews before any real interview — the first time you say your stories out loud should NOT be in front of the hiring committee.

RECOMMENDED TOOL: Claude — conducts the most realistic, challenging mock interviews.

PROMPT #475: Constructive Critic

WHEN TO USE: *Use when you want honest, detailed feedback on your work without the AI just praising everything.

THE PROMPT:

You are a world-class [DOMAIN] critic. I'm sharing my work and I want your HONEST, DETAILED critique — not encouragement.

My work:
"""

[PASTE YOUR WORK — writing, business plan, design description, strategy, code, etc.]
"""

Type of work: [WHAT THIS IS]

My goal: [WHAT I'M TRYING TO ACHIEVE WITH THIS]

My level: [AMATEUR / INTERMEDIATE / PROFESSIONAL / EXPERT]

What I'm most unsure about: [MY SPECIFIC CONCERN]

Critique framework:

1. FIRST IMPRESSION: Your gut reaction in 2 sentences (be honest)
2. WHAT WORKS: 3 specific things that are genuinely strong (be specific, not generic)
3. WHAT DOESN'T WORK: 5 specific weaknesses, each with:
   - The problem (precisely located)
   - Why it's a problem (the impact on the reader/user/audience)

- How to fix it (specific, actionable suggestion)
- Priority: [CRITICAL / IMPORTANT / NICE-TO-FIX]

4. THE BIG PICTURE: Does this achieve its stated goal? If not, what's the fundamental gap?

5. COMPARISON: How does this compare to professional-quality work in this domain?

6. IF I COULD ONLY FIX 3 THINGS: Prioritized action list

Do NOT be nice to avoid hurting my feelings. Be kind AND honest — like a coach who pushes you because they believe you can be better.

PRO TIP: Ask for critique BEFORE you're emotionally attached to the work — the earlier you get honest feedback, the less it stings and the more useful it is.

RECOMMENDED TOOL: Claude — delivers the most honest, constructive, and specific critiques.

PROMPT #476: Table Formatting Controller

WHEN TO USE: *Use when you need AI to output information in clean, specific table formats.

THE PROMPT:

You are a data presentation specialist. I need information presented in a precise table format.

Content to tabulate: [DESCRIBE THE INFORMATION]

Columns needed: [COLUMN 1 — what goes here], [COLUMN 2], [COLUMN 3], [COLUMN 4]

Rows: [HOW MANY OR DESCRIBE THE ROW CRITERIA]

Sort order: [HOW TO ORDER THE ROWS]

Formatting requirements:

- Output as a markdown table
- Column alignment: [LEFT / CENTER / RIGHT for each column]
- Include a header row with bold column names
- Include a summary/totals row at the bottom if applicable

- Maximum column width: [NUMBER] characters (truncate with ... if needed)

- Consistent formatting within each column (same decimal places, same date format, etc.)

If the data is comparative:

- Highlight the best value in each row with an asterisk (*)

- Include a “Winner” column that declares which option wins per criterion

Example of the exact format I want:

| Column 1 | Column 2 | Column 3 |

|----------|----------|----------|

| Data | Data | Data |

Do NOT include any text before or after the table unless I specifically request commentary.

PRO TIP: Specify the EXACT table structure with an example row — AI models follow structural examples more precisely than verbal descriptions of formatting.

RECOMMENDED TOOL: Claude — most precise at following exact formatting instructions.

PROMPT #477: JSON Output Generator

WHEN TO USE: *Use when you need AI to output structured data in clean, parseable JSON format.

THE PROMPT:

You are a data structuring specialist. Convert the following information into clean JSON format.

Information to structure:

[DESCRIBE OR PASTE THE RAW INFORMATION]

JSON schema requirements:

- Root structure: [OBJECT / ARRAY OF OBJECTS]

- Required fields: [FIELD 1: data type], [FIELD 2: data type], [FIELD 3: data type]

- Nested objects: [DESCRIBE ANY NESTING — e.g., “address should be a nested object with street, city, state, zip”]

- Array fields: [WHICH FIELDS SHOULD BE ARRAYS]

- Data types: Enforce [STRINGS / NUMBERS / BOOLEANS / DATES] for each field

- Date format: [ISO 8601 / YYYY-MM-DD / UNIX TIMESTAMP]

- Null handling: Use null for missing values, not empty strings

- Naming convention: [camelCase / snake_case / PascalCase]

Output ONLY valid JSON. No markdown code fences, no explanation before or after, no comments within the JSON.

Validation: The output must parse without errors in any standard JSON parser.

Example of expected structure:

```
{
  “fieldName”: “value”,
  “nestedObject”: {
    “subField”: “value”
  }
}
```

PRO TIP: Always provide a sample JSON structure showing the exact schema you want — AI models are dramatically better at matching a structural example than interpreting verbal specifications.

RECOMMENDED TOOL: Claude — most reliable at generating clean, parseable JSON.

PROMPT #478: Precise Word Count Controller

WHEN TO USE: *Use when you need output at a very specific length.

THE PROMPT:

You are a writing precision specialist. Write [CONTENT TYPE] about [TOPIC] at EXACTLY [NUMBER] words.

Content specifications:

- Type: [BLOG POST / EMAIL / SOCIAL POST / PRODUCT DESCRIPTION / BIO / SUMMARY]

- Topic: [WHAT TO WRITE ABOUT]

- Word count: [EXACT NUMBER — e.g., 150 words, not “around 150”]

- Tolerance: [EXACT / ±5 words / ±10 words]

- Tone: [TONE DESCRIPTION]

- Audience: [WHO READS THIS]

Word count control techniques:

- Include the word count at the end of your response in brackets: [Word count: XXX]

- If over: Cut filler words, combine sentences, remove the weakest point

- If under: Add a specific example, expand the strongest point, add a transition

Content must be complete and polished at the specified length — not truncated mid-thought or padded with filler.

If the requested word count is too short or too long for the content type, say so and suggest the ideal range before writing.

Priority order: Quality > Completeness > Exact word count. Never sacrifice readability for word count precision.

PRO TIP: When word count matters (ad copy, bios, submission requirements), specify it explicitly AND ask the AI to count and report — AI models are notoriously bad at self-counting without explicit instruction.

RECOMMENDED TOOL: Claude — most consistent at hitting target lengths when explicitly instructed.

PROMPT #479: Multiple Options Generator

WHEN TO USE: *Use when you need several distinct options to choose from rather than a single recommendation.

THE PROMPT:

You are a creative options generator. I need [NUMBER] distinct options for [WHAT I NEED].

Context: [BACKGROUND INFORMATION]

Purpose: [WHAT THESE OPTIONS ARE FOR]

Constraints: [ANY LIMITATIONS]

For each option:

1. Title/label: A descriptive name

2. The option itself: [FULL CONTENT — headline, message, design, strategy, etc.]

3. Style description: What makes this option different from the others

4. Best for: When/why to choose this option over the others

5. Tradeoff: What you gain and what you give up with this choice

Diversity requirements:

- Each option must take a MEANINGFULLY DIFFERENT approach (not just synonym swaps)

- Include at least one conservative/safe option

- Include at least one bold/creative option

- Include at least one unexpected/unconventional option

- Vary tone, structure, and angle across options

After presenting all options:

- Comparison summary: Quick side-by-side of key differences

- My recommendation: Which option I'd choose if I were you, and why

- Combination possibility: Can elements from different options be combined?

Do NOT generate options that are superficially different but functionally identical.

PRO TIP: Request options that differ in STRATEGY, not just wording — 'three different headlines' is less useful than 'a benefit headline, a curiosity headline, and a social proof headline.'

RECOMMENDED TOOL: Claude — generates the most genuinely distinct options.

PROMPT #480: Confidence Rating System

WHEN TO USE: *Use when you want the AI to rate its own confidence in each claim or recommendation.

THE PROMPT:

You are an analyst who provides confidence-rated assessments. Answer the following question with explicit confidence ratings.

Question: [YOUR QUESTION]

Context: [RELEVANT BACKGROUND]

For each claim, recommendation, or data point in your response:

- State the information

- Rate your confidence: [HIGH (90%+) / MEDIUM (60-89%) / LOW (below 60%)]

- Explain the confidence rating: What it's based on and what could make it wrong

Confidence definitions:

- HIGH: Based on well-established facts, personal training data, or strong consensus. Unlikely to be wrong.

- MEDIUM: Based on reasonable inference, general patterns, or partial information. Could be wrong in specific cases.

- LOW: Based on limited information, extrapolation, or rapidly changing data. Significant uncertainty.

Format:

[Claim or recommendation]

Confidence: [LEVEL] — [Brief justification]

At the end, provide:

- Overall confidence in the complete response

- What additional information would increase confidence

- Where you recommend the user verify independently

This approach is especially valuable for: Research, fact-checking, strategic decisions, and any question where being wrong has consequences.

PRO TIP: Ask for confidence ratings on any high-stakes question — AI models are more accurate when forced to evaluate their own certainty, and it helps you know where to double-check.

RECOMMENDED TOOL: Claude — most honest and well-calibrated when rating its own confidence.

PROMPT #481: Custom GPT Configuration

WHEN TO USE: *Use when building a Custom GPT and need an optimized system prompt.

THE PROMPT:

You are a GPT builder expert. Design a Custom GPT configuration for [USE CASE].

Purpose: [WHAT THIS GPT DOES]

Target user: [WHO USES IT]

Domain: [AREA OF EXPERTISE]

Tone: [HOW IT SHOULD COMMUNICATE]

Create the complete configuration:

1. Name: Memorable, descriptive name
2. Description: What it does in 1-2 sentences (for the GPT Store)
3. System prompt (500-800 words) including:
   - Role definition: Who this GPT is
   - Domain expertise: What it knows about
   - Behavioral rules: How it responds
   - Format preferences: Default output structure
   - Constraints: What it should NOT do
   - Error handling: How to respond when it can’t help
   - Example interactions: 2-3 sample exchanges
4. Conversation starters: 4 suggested opening prompts
5. Knowledge files: What documents to upload for context
6. Capabilities: Web browsing, DALL-E, Code Interpreter — which to enable
7. Actions: Any API integrations to configure

Test plan: 10 test prompts covering normal use, edge cases, and potential misuse.

The system prompt should be specific enough that the GPT behaves consistently but flexible enough to handle varied user needs.

PRO TIP: Include 2-3 example interactions in your system prompt — GPTs follow examples more reliably than abstract instructions.

RECOMMENDED TOOL: Claude — writes the most sophisticated, well-tested system prompts.

PROMPT #482: Claude Project Setup

WHEN TO USE: *Use when configuring a Claude Project with custom instructions for a specific workflow.

THE PROMPT:

You are a Claude power user. Help me set up a Claude Project for [USE CASE].

Project purpose: [WHAT I'LL USE THIS FOR]

Frequency: [DAILY / WEEKLY / OCCASIONAL]

Content types: [WHAT I'LL ASK CLAUDE TO DO]

Documents to include: [REFERENCE FILES — style guides, SOPs, data, templates]

Configure:

1. Project instructions (500-1000 words):
   - Role: What Claude should be for this project
   - Context: Background information always available
   - Output standards: Default format, length, and quality expectations
   - Knowledge: Key facts Claude should always remember
   - Style: Voice, tone, vocabulary preferences
   - Constraints: What to avoid, what to always include
   - Workflows: Standard processes for common requests
2. Knowledge base strategy: Which files to upload and why
3. Starter prompts: 5 common prompts I'll use frequently
4. Naming convention: How to organize conversations within the project
5. Quality control: How to verify outputs match my standards

Optimization tips:

- Put the most important instructions first (they get more weight)

- Include examples of ideal output
- Specify what NOT to do (prevents common errors)
- Update instructions quarterly as your needs evolve

PRO TIP: Upload your best previous outputs as examples in the knowledge base — Claude matches examples more precisely than it follows verbal descriptions.

RECOMMENDED TOOL: Claude — obviously the best model for optimizing Claude-specific configurations.

PROMPT #483: AI Persona Creation

WHEN TO USE: *Use when creating a distinct AI persona for a chatbot, virtual assistant, or branded AI experience.

THE PROMPT:

You are a conversational AI designer. Create a complete persona for an AI assistant.

Purpose: [WHAT THIS AI WILL DO]

Brand: [COMPANY/PRODUCT IT REPRESENTS]

Audience: [WHO INTERACTS WITH IT]

Platform: [WEBSITE CHAT / APP / SMS / VOICE / SLACK]

Persona design:

1. Identity:
   - Name (if applicable)
   - Personality traits (3-5 adjectives)
   - Communication style: Formal/casual, short/detailed, emotional/analytical
   - Vocabulary level: Technical terms vs. plain language
   - Humor: Yes/no, what type
2. Behavioral rules:
   - How to greet users
   - How to handle questions it can’t answer
   - How to handle frustration or angry users

- How to redirect off-topic conversations
- When to escalate to a human
- How to say no (decline requests gracefully)

3. Conversation patterns:
   - Default response length
   - Question-asking behavior (when to ask clarifying questions)
   - Follow-up patterns
   - Closing conversations
4. Sample dialogues: 5 conversation examples covering:
   - Normal interaction
   - Complex question
   - Frustrated user
   - Out-of-scope request
   - Ambiguous request
5. Testing: 10 edge case scenarios to test the persona.

PRO TIP: Test your AI persona with real users before launch — internal teams are too familiar with the product to catch the confusion points that actual users hit.

RECOMMENDED TOOL: Claude — creates the most nuanced, consistent AI personas.

PROMPT #484: Conversation Memory Design

WHEN TO USE: *Use when designing how an AI system should remember and use information across interactions.

THE PROMPT:

You are a conversational AI architect. Design a memory and context management system for [AI APPLICATION].

Application: [WHAT THE AI DOES]

Conversation type: [SINGLE SESSION / MULTI-SESSION / ONGOING RELATIONSHIP]

User base: [ANONYMOUS / REGISTERED / SMALL TEAM]

Sensitivity: [PUBLIC / PRIVATE / HIGHLY CONFIDENTIAL]

Memory architecture:

1. Session memory: What to remember within a single conversation
   - User preferences expressed
   - Decisions made
   - Context established
   - Progress in a workflow
2. Long-term memory: What to remember across conversations
   - User profile information
   - Preferences and patterns
   - Past interactions summary
   - Unresolved items from prior sessions
3. Memory management:
   - What to remember (high value, frequently needed)
   - What to forget (temporary, sensitive, outdated)
   - How to update (when information conflicts)
   - Privacy rules (what users can see, edit, delete)
4. Context injection: How to include relevant memory in each response
   - What triggers memory retrieval
   - How much context to include without overwhelming
   - Graceful handling when memory is wrong or outdated
5. Implementation: System prompt patterns that leverage memory effectively

Privacy by design: How to handle data retention, user consent, and the right to be forgotten.

PRO TIP: Design memory for what users NEED the AI to remember, not everything it CAN remember — information overload in context makes AI responses worse, not better.

RECOMMENDED TOOL: Claude — creates thoughtful conversational memory architectures.

PROMPT #485: Output Guardrails Designer

WHEN TO USE: *Use when you need to ensure AI outputs stay within acceptable boundaries.

THE PROMPT:

You are an AI safety and quality engineer. Design output guardrails for [AI APPLICATION].

Application: [WHAT THE AI DOES]

Users: [WHO INTERACTS WITH IT]

Risk level: [LOW / MEDIUM / HIGH — consequences of bad output]

Domain: [INDUSTRY/USE CASE]

Guardrail categories:

1. Content quality guardrails:
   - Factual accuracy: How to handle uncertain information
   - Completeness: Minimum information to include
   - Relevance: Staying on topic
   - Length: Acceptable response range
2. Safety guardrails:
   - Harmful content prevention: What topics to refuse
   - Bias mitigation: How to handle sensitive topics
   - PII protection: How to handle personal information
   - Misinformation: How to handle claims the AI isn’t sure about
3. Brand guardrails:
   - Voice consistency: Staying in character
   - Claims: What the AI can and cannot claim about the product/service
   - Competitors: How to handle competitor mentions
   - Pricing/legal: What the AI should never commit to
4. Escalation guardrails:
   - When to hand off to a human
   - How to recognize emergencies
   - How to handle user frustration
5. Implementation:
   - System prompt patterns for each guardrail

- Testing methodology: How to verify guardrails work
- Monitoring: How to detect guardrail failures in production
- Iteration: How to refine guardrails based on real usage

For each guardrail: The rule, why it matters, implementation example, and test case.

PRO TIP: Test guardrails with adversarial inputs, not just normal usage — the prompts that break your guardrails in testing are the ones real users will find in production.

RECOMMENDED TOOL: Claude — designs the most thorough, practical AI safety frameworks.

PROMPT #486: Prompt Generator (Meta-Prompt)

WHEN TO USE: *Use when you know what you need but don‘t know how to write the prompt to get it.

THE PROMPT:

You are a prompt engineering expert. I’ll describe what I need, and you’ll write the optimal prompt to get it from an AI.

What I need: [DESCRIBE YOUR DESIRED OUTPUT IN PLAIN LANGUAGE]

AI tool I’ll use: [CHATGPT / CLAUDE / PERPLEXITY / MIDJOURNEY / OTHER]

Quality level: [QUICK DRAFT / GOOD / EXCELLENT / PUBLICATION-READY]

Generate:

1. The optimized prompt (ready to copy-paste) including:
   - Role assignment appropriate for the task
   - Complete context and background
   - Specific task description
   - Output format specification
   - Quality constraints and “do not” instructions
   - [BRACKETS] for any details I need to fill in

2. Why this prompt works: Brief explanation of the prompt engineering techniques used

3. Customization guide: Which parts to modify for different situations

4. Iteration tip: How to refine the output if the first result isn't perfect

The generated prompt should be 100-200 words and work immediately when pasted — no additional context needed beyond filling in the brackets.

Make the prompt as specific as possible. Vague prompts produce vague output.

PRO TIP: This is the most powerful prompt in the book — master this one prompt and you can generate any other prompt you need on the fly.

RECOMMENDED TOOL: Claude — writes the most sophisticated, effective prompts.

PROMPT #487: Prompt Improver

WHEN TO USE: *Use when you have a prompt that‘s producing mediocre results and want to make it better.

THE PROMPT:

You are a prompt optimization specialist. Take my weak prompt and transform it into a high-performing one.

My current prompt:
"""

[PASTE YOUR CURRENT PROMPT]
"""

What I'm getting: [DESCRIBE THE CURRENT OUTPUT QUALITY/ISSUES]

What I want: [DESCRIBE THE IDEAL OUTPUT]

AI tool: [WHAT TOOL I'M USING]

Optimization process:

1. DIAGNOSIS: Identify why the current prompt underperforms
   - Missing role assignment?
   - Vague task description?
   - No format specification?

- No constraints or “do not” rules?
- Asking for too much in one prompt?
- Wrong level of specificity?

2. IMPROVED PROMPT: The rewritten version with all weaknesses addressed

3. CHANGE LOG: What I changed and why (so you learn the principles)

4. A/B TEST: Try both prompts and compare outputs — the improvement should be obvious

5. FURTHER ITERATION: If the improved version still isn’t perfect, here’s what to tweak next

PRO TIP: Run your most-used prompts through the Prompt Improver every month — as you learn what works, your standards rise and old prompts need upgrading.

RECOMMENDED TOOL: Claude — provides the most insightful prompt diagnostics and improvements.

PROMPT #488: Prompt Debugger

WHEN TO USE: *Use when your prompt isn‘t producing what you expected and you can‘t figure out why.

THE PROMPT:

You are a prompt debugging specialist. My prompt isn’t working as expected. Help me fix it.

My prompt:
"""

[PASTE THE PROBLEMATIC PROMPT]
"""

What I expected: [THE OUTPUT I WANTED]

What I got: [WHAT THE AI ACTUALLY PRODUCED]

AI tool: [WHICH TOOL I USED]

Debug process:

1. ROOT CAUSE ANALYSIS: Why is the AI interpreting this differently than I intended?

- Ambiguous language? (where the AI could reasonably interpret it differently)

- Conflicting instructions? (where two parts of the prompt contradict)

- Missing context? (what the AI needs to know but doesn’t)

- Wrong granularity? (too specific in the wrong places, too vague in the right ones)

- Tool mismatch? (is this prompt wrong for this AI model?)

2. THE FIX: Rewritten prompt that addresses each identified issue

3. EXPLANATION: What I changed and why the AI should now produce the desired output

4. PREVENTION: Prompt-writing habits that would have prevented this issue

5. TEST PLAN: How to verify the fixed prompt works before relying on it

PRO TIP: When a prompt fails, the problem is almost always ambiguity — you know what you mean, but the AI is interpreting it literally. Read your prompt as if you know nothing about your situation.

RECOMMENDED TOOL: Claude — the best model for diagnosing prompt failures.

PROMPT #489: Batch Prompt Creator

WHEN TO USE: *Use when you need to create multiple variations of a prompt for different contexts.

THE PROMPT:

You are a prompt production specialist. I have a working prompt that I need adapted for multiple scenarios.

Base prompt:

"""

[PASTE YOUR WORKING PROMPT]

"""

Scenarios to adapt for:

1. [SCENARIO A — different industry, audience, or context]

2. [SCENARIO B]

3. [SCENARIO C]
4. [SCENARIO D]
5. [SCENARIO E]

For each scenario:

1. The adapted prompt (ready to use)
2. What was changed from the base prompt and why
3. Scenario-specific tips for best results

Adaptation principles:

- Change the context, keep the structure
- Adjust vocabulary and examples for each audience
- Modify constraints based on each scenario's requirements
- Keep the core technique that makes the base prompt work

Also provide:

- A "universal template" version with all scenario-specific elements in [BRACKETS]
- A naming convention for organizing the prompt library

PRO TIP: Create a master prompt library with your best-performing prompts templated for easy adaptation — a library of 20 great templates is worth more than 200 one-off prompts.

RECOMMENDED TOOL: Claude — creates the most well-organized batch prompt systems.

PROMPT #490: Template Converter

WHEN TO USE: *Use when you want to turn a one-time prompt into a reusable template.

THE PROMPT:

You are a prompt template designer. Convert this specific prompt into a reusable template.

Original prompt (specific to one use case):
"""

[PASTE YOUR SPECIFIC PROMPT]

"""

Convert to:

1. TEMPLATE VERSION: Replace all specific details with descriptive [BRACKETS]
   - Each bracket: Clear label of what to fill in
   - Include examples inside the brackets: [INDUSTRY — e.g., healthcare, fintech, education]
2. USAGE GUIDE:
   - When to use this template
   - What to customize (required fields)
   - What to customize (optional fields)
   - Examples of 3 different use cases with filled-in brackets
3. QUALITY CHECKLIST: Before using, verify:
   - [ ] All brackets filled with specific information
   - [ ] Tone matches intended audience
   - [ ] Constraints are appropriate for this specific use
   - [ ] Format matches the desired output type
4. VARIATION NOTES: Which parts can be modified without breaking the prompt's effectiveness

PRO TIP: The best prompt templates have 5-8 customization brackets — fewer than 5 is too rigid, more than 8 is too complex for quick reuse.

RECOMMENDED TOOL: Claude — creates the most user-friendly prompt templates.

PROMPT #491: Tone Shifter

WHEN TO USE: *Use when you need to change the tone of existing AI output without changing the content.

THE PROMPT:

You are a tone calibration specialist. Take this text and shift the tone while preserving all factual content.

Original text:

"""

[PASTE THE TEXT]
"""

Current tone: [FORMAL / CASUAL / CLINICAL / ACADEMIC / CORPORATE / FLAT]

Target tone: [CONVERSATIONAL / PROFESSIONAL / ENTHUSIASTIC / EMPATHETIC / AUTHORITATIVE / PLAYFUL / SERIOUS]

Audience: [WHO WILL READ THIS]

Context: [WHERE THIS WILL BE PUBLISHED]

Tone shift requirements:

1. Maintain: All facts, arguments, and key messages

2. Change: Vocabulary, sentence length, formality level, emotional temperature

3. Preserve: Logical structure and information hierarchy

4. Adjust: Examples and analogies to match the new audience

Provide:

- The rewritten text in the target tone

- 3 specific examples of tone changes made (so you learn the pattern)

- A scale: Where does the result sit on [FORMAL ← → CASUAL] and [EMOTIONAL ← → ANALYTICAL]?

PRO TIP: Read the tone-shifted version out loud — your ear detects tone mismatches that your eyes miss. If any sentence sounds ‘off,’ it probably doesn’t match the surrounding tone.

RECOMMENDED TOOL: Claude — the most precise model for tone calibration.

PROMPT #492: Audience Adapter

WHEN TO USE: *Use when you need to adapt content written for one audience to work for a completely different one.

THE PROMPT:

You are a communication adaptation specialist. Adapt this content from [ORIGINAL AUDIENCE] to [NEW AUDIENCE].

Original content:

"""

[PASTE THE CONTENT]

"""

Original audience: [WHO THIS WAS WRITTEN FOR]

New audience: [WHO NEEDS TO READ THIS NOW]

New context: [WHERE THIS WILL BE USED]

Adaptation requirements:

1. Knowledge calibration: Adjust technical depth for the new audience

2. Vocabulary swap: Replace jargon with accessible language (or vice versa)

3. Examples: Replace examples with ones the new audience relates to

4. Emphasis: Shift focus to what the new audience cares about

5. Format: Adjust length, structure, and visual elements for new context

6. Cultural awareness: Any cultural or professional norms to respect

7. Call to action: Adjust the ask to match what this audience can do

Provide:

- The adapted content

- Key changes made and why

- What was removed (and why it's not relevant for the new audience)

- What was added (and why the new audience needs it)

PRO TIP: The biggest adaptation mistake is changing the words but keeping the same examples — a VP doesn't think in the same scenarios as an intern. Change the STORIES, not just the vocabulary.

RECOMMENDED TOOL: Claude — creates the most audience-aware adaptations.

PROMPT #493: Length Controller

WHEN TO USE: *Use when you need to expand or compress content to a specific length without losing quality.

THE PROMPT:

You are a content calibration expert. Adjust this text to [TARGET LENGTH].

Original text:

"""

[PASTE YOUR TEXT]

"""

Current length: [APPROXIMATE WORD COUNT]

Target length: [DESIRED WORD COUNT]

Direction: [EXPAND / COMPRESS]

Priority: [WHAT MUST BE PRESERVED NO MATTER WHAT]

If COMPRESSING:

1. Identify the 3 most important points (these stay)
2. Remove redundancy (say things once, not three ways)
3. Cut examples that don’t add unique value
4. Tighten language (eliminate filler words, combine sentences)
5. Result: Shorter text that feels complete, not truncated

If EXPANDING:

1. Identify underdeveloped ideas that deserve more depth
2. Add specific examples for general claims
3. Include counterpoints or alternative perspectives
4. Add practical applications (“Here’s how to apply this...”)
5. Result: Longer text that feels richer, not padded

Critical rule: Every sentence in the final version must earn its place. Expansion ≠ padding. Compression ≠ incompleteness.

Provide:

- The adjusted text
- Word count confirmation
- What was cut or added (summary)

PRO TIP: When compressing, cut from the middle — openings and closings do the most work. When expanding, add depth to the middle — the core content is where readers want more detail.

RECOMMENDED TOOL: Claude — maintains quality across any length adjustment.

PROMPT #494: Format Transformer

WHEN TO USE: *Use when you need to convert content from one format to another.

THE PROMPT:

You are a format transformation specialist. Convert this content from [ORIGINAL FORMAT] to [TARGET FORMAT].

Original content:

"""

[PASTE CONTENT]

"""

Original format: [BLOG POST / EMAIL / REPORT / PRESENTATION / SOCIAL POST / SCRIPT / MEMO / OTHER]

Target format: [BLOG POST / EMAIL / REPORT / PRESENTATION / SOCIAL POST / SCRIPT / MEMO / THREAD / VIDEO SCRIPT / PODCAST NOTES / OTHER]

Transformation requirements:

1. Preserve: Core message, key facts, and primary argument

2. Adapt: Structure, length, tone, and style for the new format

3. Optimize: Apply best practices specific to the target format

4. Add: Any elements the new format requires (subject line for email, CTA for social, slide breaks for presentation)

5. Remove: Elements that don’t belong in the new format

Provide:

- The fully transformed content (ready to use)

- Format-specific optimizations applied

- What was lost in translation (and whether it matters)

- Suggestions for any accompanying elements (images, graphics, links)

PRO TIP: When transforming between formats, don’t just reformat — rethink. A great blog post paragraph becomes a terrible slide. Rebuild for

the new medium’s strengths.

RECOMMENDED TOOL: Claude — creates the most format-native transformations.

PROMPT #495: Complexity Adjuster

WHEN TO USE: *Use when content is too complex for your audience or too simple for experts.

THE PROMPT:

You are an adaptive communication specialist. Adjust this content to [TARGET COMPLEXITY LEVEL].

Original content:

"""

[PASTE CONTENT]

"""

Current complexity: [EXPERT / ADVANCED / INTERMEDIATE / BEGINNER / CHILD-FRIENDLY]

Target complexity: [EXPERT / ADVANCED / INTERMEDIATE / BEGINNER / CHILD-FRIENDLY]

Audience: [WHO WILL READ THIS]

Purpose: [EDUCATE / INFORM / PERSUADE / ENTERTAIN]

If SIMPLIFYING:

1. Replace jargon with everyday words (include technical term in parentheses on first use)

2. Break complex sentences into simple ones

3. Add analogies connecting new concepts to familiar ones

4. Remove assumed knowledge — explain prerequisites

5. Add “In other words...” bridges after complex ideas

6. Target reading level: [GRADE LEVEL]

If ADDING COMPLEXITY:

1. Replace simplified explanations with technical precision

2. Add nuance, caveats, and edge cases

3. Include technical terminology and definitions

4. Reference frameworks, models, and established theories

5. Add depth to analysis — don’t just state conclusions, show reasoning

Provide:

- The adjusted content

- Estimated reading level (Flesch-Kincaid)

- Terms that were changed (with glossary if needed)

- Accuracy check: Confirm no meaning was lost in the adjustment

PRO TIP: The sign of true expertise is the ability to explain complex topics simply — if you can’t simplify it, you might not understand it deeply enough yet.

RECOMMENDED TOOL: Claude — adjusts complexity most accurately without losing meaning.

Advanced Workflow Prompts

PROMPT #496: Prompt Chaining Architect

WHEN TO USE: *Use when a single prompt can‘t handle your task and you need a multi-step workflow.

THE PROMPT:

You are a prompt engineering architect. Design a prompt chain for accomplishing: [COMPLEX TASK].

End goal: [FINAL OUTPUT DESIRED]

Complexity: [WHY A SINGLE PROMPT WON’T WORK]

AI tool: [WHICH TOOL YOU’RE USING]

Design:

1. Break the task into sequential steps (3-7 steps)

2. For each step:

   - Input: What goes in (from prior step or user)

   - Prompt: The exact prompt to use

   - Output: What this step produces

   - Quality check: How to verify before moving to next step

- Pass-through: What information carries forward

3. Dependency map: Which steps depend on which

4. Error handling: What to do if a step produces poor output

5. Optimization: Where to parallelize steps

6. Total token estimate: Approximate cost of the full chain

Example chain formats:

- Research → Outline → Draft → Edit → Polish

- Data → Analysis → Insights → Recommendations → Presentation

- Brainstorm → Evaluate → Select → Plan → Execute

The key principle: Each prompt should do ONE thing excellently rather than many things adequately.

PRO TIP: Save your prompt chains as templates — a well-designed chain is reusable across dozens of similar projects.

RECOMMENDED TOOL: Claude — handles multi-step workflows with the strongest consistency across steps.

PROMPT #497: AI-Assisted Brainstorm Facilitator

WHEN TO USE: *Use when you want AI to run a structured brainstorming session that produces actionable ideas.

THE PROMPT:

You are a creative facilitator running a brainstorming session. Help me brainstorm solutions for [PROBLEM/OPPORTUNITY].

Challenge: [DESCRIBE THE PROBLEM OR OPPORTUNITY]

Constraints: [BUDGET, TIME, RESOURCES, TECHNICAL LIMITATIONS]

Prior solutions tried: [WHAT'S BEEN ATTEMPTED]

Success criteria: [WHAT A GOOD SOLUTION LOOKS LIKE]

Run this brainstorm in 5 rounds:

Round 1 — Volume (10 ideas): Generate as many ideas as possible. No judgment. Wild ideas welcome.

Round 2 — Opposites (5 ideas): What if we did the opposite of conventional wisdom?

Round 3 — Analogies (5 ideas): How do other industries solve similar problems?

Round 4 — Constraints removed (5 ideas): If money/time/tech were unlimited, what would we do?

Round 5 — Mashups (5 ideas): Combine the best elements from rounds 1-4

Then:

- Evaluate: Score each idea on Impact (1-10) × Feasibility (1-10)
- Top 3: Detail the top-scoring ideas with implementation sketch
- Quick win: Which idea could be tested this week?
- Moonshot: Which idea has the highest potential if you could pull it off?

PRO TIP: The best brainstorm ideas often come from combining two mediocre ideas — spend as much time mashing up ideas as generating new ones.

RECOMMENDED TOOL: Claude — generates the most diverse, creative brainstorm outputs.

PROMPT #498: Custom AI Assistant Designer

WHEN TO USE: *Use when you want to create a specialized AI assistant for a specific use case.

THE PROMPT:

You are an AI product designer. Design a custom AI assistant for [USE CASE].

Purpose: [WHAT THIS ASSISTANT DOES]

User: [WHO USES IT]

Platform: [CHATGPT CUSTOM GPT / CLAUDE PROJECT / CUSTOM APP]

Domain: [AREA OF EXPERTISE]

Design:

1. System prompt: Complete system prompt (500-1000 words) including:
   - Role and persona
   - Knowledge domain and boundaries
   - Response format and style

- Constraints and guardrails
- Example interactions

2. Conversation starters: 5 suggested opening prompts
3. Knowledge base: What reference documents to upload
4. Behavior rules: How it should handle edge cases
5. Escalation: When to recommend human help
6. Personality: Voice, tone, formality level
7. Testing plan: 10 test prompts to verify behavior
8. Iteration guide: How to refine based on user feedback

The system prompt should be specific enough that the assistant behaves consistently across thousands of interactions.

PRO TIP: Test your custom assistant with the 10 most common AND 10 most unusual requests it will receive — edge cases reveal system prompt weaknesses.

RECOMMENDED TOOL: Claude — designs the most sophisticated custom AI systems.

PROMPT #499: Prompt Version Control System

WHEN TO USE: *Use when you want to systematically improve prompts over time.

THE PROMPT:

You are a prompt optimization specialist. Help me set up a version control system for my prompts.

Context: [WHAT PROMPTS I USE REGULARLY — content creation, analysis, coding, etc.]

Volume: [HOW MANY PROMPTS I USE REGULARLY]

Goal: [IMPROVE QUALITY / CONSISTENCY / SPEED]

System design:

1. Prompt library structure: How to organize prompts by category, use case, and version
2. Version numbering: Naming convention (v1.0, v1.1, v2.0)

3. Documentation template: For each prompt — name, version, purpose, last updated, performance notes

4. Testing protocol: How to test a new version against the old one

5. A/B testing: Run both versions, compare outputs, keep the winner

6. Change log: What changed and why for each version

7. Performance metrics: How to measure prompt quality (output quality score, time saved, edit required)

8. Review cadence: How often to review and update prompts

9. Sharing: How to share prompts with a team

10. Retirement: When and how to deprecate old prompts

Starter template for a prompt library with 5 example entries.

PRO TIP: Treat prompts like code — version them, test them, document them. The prompt you wrote 3 months ago is probably 30% less effective than what you could write today.

RECOMMENDED TOOL: Claude — creates systematic, scalable prompt management frameworks.

PROMPT #500: Multi-Model Orchestration Strategy

WHEN TO USE: *Use when you want to use multiple AI models together for better results.

THE PROMPT:

You are an AI workflow strategist. Design a multi-model workflow for [COMPLEX TASK].

Task: [DESCRIPTION]

Available models: [CHATGPT, CLAUDE, PERPLEXITY, MIDJOURNEY, GEMINI, SPECIALIZED TOOLS]

Quality requirement: [HOW GOOD DOES THE OUTPUT NEED TO BE]

Speed requirement: [HOW FAST DO YOU NEED RESULTS]

Design the workflow:

1. Task decomposition: Break the task into subtasks

2. Model assignment: Which model handles which subtask and why

3. Handoff protocol: How output from one model feeds into the next

4. Quality gates: Checkpoints between models

5. Parallel processing: Which subtasks can run simultaneously

6. Synthesis: How to combine outputs from multiple models

7. Cost optimization: Cheapest model that meets quality for each subtask

8. Fallback plan: What to do if a model underperforms

Model strengths reference:

- ChatGPT: Fast creative generation, brainstorming, short-form content

- Claude: Long documents, analysis, code, complex instructions, nuance

- Perplexity: Real-time research, citations, current data

- Gemini: Multimodal, Google integration, large context

- Midjourney/DALL-E: Image generation

- Specialized: Domain-specific tools for niche tasks

PRO TIP: Use the cheapest model that meets quality requirements for each step — Claude for strategy and analysis, ChatGPT for first drafts, Perplexity for research.

RECOMMENDED TOOL: Claude — designs the most effective multi-model workflows.

PROMPT #501: AI Output Quality Rubric

WHEN TO USE: *Use when you need to systematically evaluate and score AI-generated content.

THE PROMPT:

You are an AI output quality analyst. Create a quality rubric for evaluating AI-generated [CONTENT TYPE].

Content type: [BLOG POST / EMAIL / CODE / ANALYSIS / CREATIVE WRITING / REPORT]

Quality standard: [WHAT “EXCELLENT” LOOKS LIKE]

Use case: [HOW THIS CONTENT WILL BE USED]

Rubric dimensions (score each 1-5):

1. Accuracy: Factual correctness, no hallucinations

2. Relevance: Addresses the actual request and audience needs

3. Completeness: Covers all required elements

4. Originality: Fresh perspective, not generic or cliché

5. Clarity: Easy to understand, well-organized

6. Tone: Matches the intended voice and audience

7. Actionability: Provides specific, usable guidance

8. Format: Properly structured and formatted

9. Efficiency: No filler, padding, or unnecessary content

10. Edit-readiness: How close is this to publishable? (minimal edits needed = 5)

Scoring guide:

- 5: Publish-ready with no changes
- 4: Minor edits needed (word choice, formatting)
- 3: Moderate editing required (restructuring, adding detail)
- 2: Major revision needed (rewrite sections)
- 1: Start over with a better prompt

Total score interpretation:

- 45-50: Exceptional output — save this prompt
- 35-44: Good output — minor refinement needed
- 25-34: Acceptable — improve the prompt
- Below 25: Poor — fundamentally rethink the approach

Use this rubric to compare prompt versions and track improvement over time.

PRO TIP: Score every important AI output you generate for 2 weeks — you'll quickly see which types of prompts consistently produce low scores and need improvement.

RECOMMENDED TOOL: Claude — creates the most nuanced quality evaluation frameworks.

Chapter 12: Quick Reference Cards

Tool Comparison Cheat Sheet

ChatGPT (GPT-4o): General content creation, brainstorming, quick drafts, ad copy, social media. Fastest iteration speed. Best for: quantity and variety of outputs. Weakness: Can be generic without strong prompting.

Claude (Opus/Sonnet): Long documents, analysis, code, strategy, nuanced writing, sensitive topics. Strongest at following complex instructions. Best for: quality and depth. Weakness: Slower for quick brainstorming.

Gemini: Multimodal tasks (text + image + video), Google Workspace integration, large context windows. Best for: working with multiple document types simultaneously. Weakness: Less consistent on creative tasks.

Perplexity: Real-time research, fact-checking, cited answers, current data. Best for: any question requiring up-to-date information. Weakness: Not ideal for creative or long-form generation.

Model Selection Guide

For blog posts and articles: ChatGPT (fast drafts) or Claude (quality long-form). For strategy and analysis: Claude Opus. For research with citations: Perplexity. For code and debugging: Claude. For creative brainstorming: ChatGPT. For image generation: Midjourney (artistic) or DALL-E (realistic). For sensitive communications: Claude. For data analysis: Claude with Code Execution. For quick Q&A: ChatGPT or Perplexity.

5 Universal Prompt Templates

Template 1 — The Expert: “You are a [ROLE] with [YEARS] years of experience in [FIELD]. [TASK]. Structure your response as [FORMAT].

Do not [CONSTRAINT].”

Template 2 — The Analyzer: “Analyze [SUBJECT] from the perspective of [ROLE]. Evaluate [CRITERIA 1], [CRITERIA 2], [CRITERIA 3]. Present findings as [FORMAT] with recommendations ranked by [PRIORITY].”

Template 3 — The Creator: “Create [DELIVERABLE] for [AUDIENCE] about [TOPIC]. Include [ELEMENT 1], [ELEMENT 2], [ELEMENT 3]. Tone: [TONE]. Length: [WORD COUNT]. Do not include [EXCLUSION].”

Template 4 — The Improver: “Review the following [CONTENT TYPE] and improve it for [GOAL]. Maintain the original [VOICE/MEANING/STRUCTURE]. Specifically enhance [ASPECT 1] and [ASPECT 2]. Show the improved version and explain key changes.”

Template 5 — The Strategist: “You are a [ROLE] advising [CLIENT TYPE]. Given [SITUATION], recommend a strategy to achieve [GOAL] within [TIMEFRAME]. Consider [CONSTRAINT 1] and [CONSTRAINT 2]. Present 3 options with tradeoffs.”

10 Most Common Prompt Mistakes (and Fixes)

1. Too vague → Fix: Add specific numbers, audience, format, and constraints.

2. No role assignment → Fix: Start every prompt with “You are a [specific expert]”.

3. Asking for too much at once → Fix: Break complex requests into sequential prompts.

4. No format specified → Fix: Always state the desired output structure.

5. Accepting first output → Fix: Always iterate at least once. “Improve this by...”

6. No negative constraints → Fix: Add “Do not...” instructions to prevent common problems.

7. Wrong tool for the task → Fix: Use the tool recommendation in each prompt.

8. No examples provided → Fix: Show the AI what good output looks like.

9. Ignoring context → Fix: Include audience, industry, and purpose in every prompt.

10. One-size-fits-all prompts → Fix: Customize bracket fields for every use.

Glossary of AI Terms

Prompt: The text instruction you give to an AI model. Token: A unit of text (roughly 3/4 of a word). Context Window: The maximum text an AI can process at once. Temperature: Controls randomness in AI output (lower = more predictable). Fine-tuning: Training a model on specific data for specialized tasks. Hallucination: When AI generates plausible but incorrect information. RAG (Retrieval Augmented Generation): AI that searches external data before responding. System Prompt: Hidden instructions that set AI behavior for an entire conversation. Chain-of-Thought: Asking AI to reason step-by-step for better accuracy. Few-Shot Prompting: Providing examples in your prompt to guide output style. Zero-Shot: Asking AI to perform a task with no examples. Embedding: A numerical representation of text used for search and comparison. Vector Database: Storage system for embeddings enabling semantic search. API: Interface allowing software to communicate with AI models programmatically. Inference: The process of an AI model generating a response. Latent Space: The internal representation where AI models encode meaning. Multimodal: AI that can process multiple input types (text, image, audio, video). Guardrails: Rules preventing AI from generating harmful or off-topic content. Agentic AI: AI systems that can take actions and make decisions autonomously. Prompt Engineering: The skill of writing effective AI instructions for optimal results.

Also By Adrian Vael

THE AI TOOLKIT CORE TRILOGY:

Book 1: The AI Toolkit — Your comprehensive introduction to working with AI.

Book 2: The AI Money Toolkit — Turn AI into a revenue-generating machine.

Book 3: The AI Automation Toolkit — Automate everything and scale your output.

THE PROFESSIONAL SERIES (Industry-Specific Editions):

The AI Toolkit for Real Estate Agents • The AI Toolkit for Educators • The AI Toolkit for Legal Professionals • The AI Toolkit for Healthcare Professionals • The AI Toolkit for Marketers • The AI Toolkit for Writers & Authors • The AI Toolkit for Small Business Owners • The AI Toolkit for Coaches & Consultants • The AI Toolkit for E-Commerce Sellers • The AI Toolkit for Content Creators

THE ADVANCED SERIES:

The AI Prompt Bible (this book) • AI-Powered Sales Systems • The AI Image & Video Toolkit • The AI Data Toolkit • The One-Person Business • The No-Code Startup • Prompt Engineering Mastery • The AI Leadership Handbook

WHAT TO READ NEXT:

If you're new to AI: Start with Book 1: The AI Toolkit for the complete foundation. If you want to make money with AI: Read Book 2: The AI Money Toolkit. If you work in a specific industry: Pick your Professional Series edition. If you want to master prompt engineering: Read Prompt Engineering Mastery. This Prompt Bible is your daily reference companion to the entire series.

Conclusion: The Prompt Is the Skill

You've reached the end of The AI Prompt Bible — 501 prompts across twelve chapters, covering every major domain where AI can accelerate your thinking, work, and output. But before you close this book and open a chat window, there's one final idea worth leaving you with.

The prompts in this book are not the skill. The skill is understanding why they work.

Every prompt in these pages is built on a small number of underlying principles: give context before asking, assign roles to shape perspective, specify output format to get what you need, use constraints to direct creativity, request reasoning before conclusions, iterate rather than accept the first result. Once you internalize those principles, you don't need to consult a prompt library. You build prompts on the fly, tailored to the exact situation in front of you.

The practitioners who get the most from AI are not the ones with the longest list of saved prompts. They're the ones who think in prompt principles — who have developed an intuition for how to frame a request, what information the AI needs to do its best work, and when to push for a better result rather than accept a mediocre one.

Here's what that intuition looks like in practice: when you get an answer that feels generic, you add specificity. When you get an answer that feels shallow, you ask for reasoning. When you get an answer that feels one-sided, you ask for the counterargument. When you get an answer that doesn't land in the right format, you specify the format explicitly and regenerate. You treat the first output not as the answer but as a draft — the beginning of a collaboration, not the end of one.

That's the shift. From user to collaborator. From prompt-finder to prompt-builder. From AI consumer to AI partner.

The technology will keep changing. Models will get more capable. Interfaces will evolve. New use cases will emerge. But the underlying skill

— knowing how to communicate clearly, structure requests intelligently, and iterate toward excellent output — is durable. It’s the same skill that makes people effective in any collaborative environment, human or artificial.

Use this book as a starting point, not a ceiling. Adapt these prompts, combine them, break them, and improve them. The best prompt you’ll ever write is the one you build specifically for the problem only you are facing.

Now go build something worth building.

APPENDIX

Appendix A: Glossary of AI Terms

API: Application Programming Interface. The technical bridge that lets one software tool talk to another. Most AI platforms offer APIs for developers to integrate their capabilities into custom applications.

Agent: An AI system designed to take autonomous action across multiple steps to complete a goal, often using tools, browsing the web, or executing code on its own.

Chain-of-Thought: A prompting technique that asks the AI to reason through its answer step-by-step before giving a final response. Improves accuracy on complex reasoning tasks.

Context Window: The maximum amount of text an AI can consider at once, measured in tokens. Larger windows let the AI work with longer documents and conversations.

Embedding: A numerical representation of text, image, or other content that AI systems use for semantic search, classification, and similarity matching.

Fine-tuning: The process of training a base AI model on additional specialized data to make it better at a specific task or domain.

Few-Shot Prompting: Including 2-5 examples in your prompt to show the AI exactly the format and style you want in the output.

Hallucination: When an AI generates content that sounds plausible but is factually incorrect or fabricated. Always verify critical facts.

LLM: Large Language Model. The category of AI that powers ChatGPT, Claude, Gemini, and similar tools.

MCP: Model Context Protocol. A standard that allows AI assistants to connect with external tools, data sources, and services.

Multimodal: An AI system that can process more than one type of input or output, such as text plus images, audio, or video.

Prompt Chaining: Breaking a complex task into a sequence of smaller prompts where each output feeds into the next.

Prompt Engineering: The discipline of writing prompts that reliably produce high-quality AI outputs.

RAG: Retrieval-Augmented Generation. A technique that gives the AI access to a custom knowledge base so it can answer questions grounded in your specific data.

System Prompt: A foundational instruction set that defines the AI's persona, rules, and constraints across an entire conversation or application.

Temperature: A parameter that controls how creative or deterministic the AI's output is. Lower values produce more consistent outputs; higher values produce more varied outputs.

Token: The unit AI models use to process text. Roughly equivalent to 0.75 words in English. Pricing and context limits are usually measured in tokens.

Vision Model: An AI capable of analyzing images, screenshots, charts, or other visual content alongside or instead of text.

Zero-Shot Prompting: Asking the AI to perform a task without providing examples. Works well for common tasks but examples improve performance on specialized requests.

Appendix B: AI Tool Quick Reference

Use this reference when deciding which tool to use for a specific task. Capabilities evolve quickly; this reflects platform strengths as of publication.

ChatGPT (OpenAI)

Best for: General content creation, brainstorming, fast iteration, multi-modal tasks (text + image + voice). Strengths: Speed, broad knowledge, plugin ecosystem, image generation via DALL-E built-in. Best prompts: Anything in this book with “ChatGPT” recommended tool.

Claude (Anthropic)

Best for: Long-form writing, nuanced analysis, complex multi-step instructions, code review, sensitive communications. Strengths: Largest context window, strongest reasoning, most reliable on long tasks, safer for professional work. Best prompts: Any long-form content, code analysis, or strategy work.

Gemini (Google)

Best for: Research with Google Search integration, multimodal analysis, productivity workflows in Google Workspace. Strengths: Real-time information, deep Google integration. Best prompts: Research tasks, document analysis, Google Sheets/Docs workflows.

Perplexity

Best for: Research-backed answers with citations, fact-checking, current events, market research. Strengths: Real-time web search baked in, citation-first design. Best prompts: Research, verification, competitive intelligence.

Midjourney

Best for: Artistic and stylized images, mood boards, brand visuals, conceptual art. Strengths: Aesthetic quality, style range, community-driven prompt techniques. Best prompts: Artistic imagery, brand visuals, social content.

DALL-E

Best for: Photo-realistic scenes, technical diagrams, specific compositions, integrated ChatGPT workflows. Strengths: Prompt accuracy, text rendering in images. Best prompts: Photo-realistic stock images, instructional visuals.

Runway

Best for: AI video generation, motion design, video editing assisted by AI. Strengths: Industry-leading video models. Best prompts: Short-form video content, ads, motion graphics.

Suno

Best for: AI music generation, jingles, podcast intros, soundtracks. Strengths: Production-quality output, lyric-to-song generation. Best prompts: Background music, brand audio, podcast assets.

ElevenLabs

Best for: Voice cloning, audiobook narration, voiceover, dubbing. Strengths: Voice quality, emotional range. Best prompts: Audiobook production, video voiceover, podcast post-production.

Appendix C: The Universal Prompt Template

When no prompt in this book matches your exact need, use this universal template. It contains every element required for high-quality AI output. Fill in the brackets, and the AI will produce dramatically better results than an unstructured request.

ROLE: You are a [SPECIFIC ROLE/EXPERTISE] with [X] years of experience in [DOMAIN].

CONTEXT: I am [WHO YOU ARE]. My situation is [CURRENT SITUATION]. My constraints are [CONSTRAINTS]. My goal is [DESIRED OUTCOME].

TASK: [EXACTLY WHAT YOU WANT THE AI TO PRODUCE]. Be specific about quantity, scope, and depth.

AUDIENCE: The output is for [TARGET AUDIENCE], who [AUDIENCE CHARACTERISTICS] and care about [WHAT THEY VALUE].

FORMAT: Present the output as [SPECIFIC FORMAT — bullet points, table, narrative, etc.]. Use [HEADERS, NUMBERED STEPS, ETC.]. Length: [WORD COUNT OR LINE COUNT].

TONE: Write in a [TONE — professional, conversational, technical, etc.] voice. Match the style of [REFERENCE EXAMPLE if applicable].

CONSTRAINTS: Do not [WHAT TO AVOID]. Avoid [GENERIC PHRASES, JARGON, ETC.]. Do not include [SPECIFIC ITEMS TO EXCLUDE].

EXAMPLES: Here is an example of the style/format I want: [PASTE EXAMPLE OR DESCRIBE].

ITERATION INSTRUCTION: After producing the first draft, ask me three questions that would help you improve it before I provide feedback.

Appendix D: Troubleshooting Common AI Output Problems

Problem: Output is too generic.

Fix: Add more specifics to your context and audience description. Replace generic brackets like [AUDIENCE] with detailed personas. Add a “Do not include generic advice” constraint.

Problem: Output sounds like AI.

Fix: Add explicit constraints: “Do not use phrases like ‘in today’s world,’ ‘ever-evolving,’ ‘navigating the landscape.’ Write in short, declarative sentences. Use contractions.” Provide a writing sample to mimic.

Problem: Output is too long.

Fix: Add a strict word count constraint. Specify the format with line limits per section. Ask for the most essential version first, with elaboration available on request.

Problem: Output is too short.

Fix: Specify minimum word count. Ask for specific elaborations: “Include three concrete examples per point” or “Expand each bullet to 2-3 sentences.”

Problem: Output is factually wrong.

Fix: Use Perplexity or Claude with web search for fact-dependent tasks. For ChatGPT/Claude without search, ask the AI to flag claims it is uncertain about and verify those independently.

Problem: Output keeps repeating itself.

Fix: In the prompt, add: “Each point must introduce a distinct idea. Do not restate the same concept in different words.” Use lower temperature settings if available.

Problem: Output ignores my instructions.

Fix: Move critical instructions to the beginning AND end of the prompt. Use ALL CAPS for must-follow rules. Break complex instructions into numbered steps.

Problem: Output is too formal/casual.

Fix: Provide a tone reference: “Match the tone of this example: [paste example].” Specify reading level: “Write at an 8th-grade reading level.”

Problem: Output makes things up.

Fix: Add: “If you do not know something, say ‘I don’t know’ rather than guessing. Mark any inferred information clearly.” Use search-enabled tools for factual work.

Problem: Output is biased or one-sided.

Fix: Explicitly request multiple perspectives: “Present at least three viewpoints on this issue, including ones I may not have considered. Steelman the strongest counterargument.”

Appendix E: Continuing Your AI Education

AI capabilities change monthly. The prompts in this book will continue working, but new capabilities will unlock new use cases. Here is how to stay current.

Read the official documentation.

Each major AI platform publishes prompting guides. Anthropic's documentation, OpenAI's prompt engineering guide, and Google's Gemini guides are all worth reading directly from the source.

Follow practitioners, not influencers.

Look for people who ship work with AI rather than people who only post about AI. The signal-to-noise ratio is dramatically better.

Build something every week.

Theory without practice does not stick. Pick one prompt from this book each week and use it on a real task. Note what worked, what failed, and what you would change.

Track which prompts work for you.

Keep a personal swipe file of prompts that produced great results in your specific work. Over time, you will develop a customized library tuned to your needs.

Read the other books in the AI Toolkit Series.

Each book in the series goes deep on a specific industry or use case, with prompts and workflows tailored to that domain. The Prompt Bible is your reference; the toolkit volumes are your applied playbooks.

Appendix F: Prompt Index by Chapter and Topic

Use this index to locate prompts by topic and chapter. Every prompt is numbered sequentially across the book (1–501). When you know what you need, this index gets you there fast.

Chapter 2 — Writing & Content Creation Blog posts, articles, listicles, how-to guides, opinion pieces, case studies, white papers, ebooks, scripts, newsletters, social media content, product descriptions, and editorial work. Use this chapter for anything you write, from a tweet to a book chapter.

Chapter 3 — Business & Strategy Business plans, competitive analysis, pricing strategy, financial modeling, investor decks, OKRs, business model canvas, SWOT analysis, market entry, M&A diligence, scenario planning, and executive communication. Strategic thinking at every altitude.

Chapter 4 — Research & Analysis Market research, customer interviews, competitive intelligence, data analysis, synthesis, due diligence, qualitative coding, source evaluation, trend analysis, and decision-driven research. The work of figuring out what is actually true.

Chapter 5 — Education & Learning Lesson plans, curriculum design, study guides, quiz generation, tutoring, skill development, learning acceleration, reading comprehension, professional development, and self-directed learning systems. For teachers, students, and anyone who keeps learning.

Chapter 6 — Creative & Design Creative writing, fiction, poetry, world-building, screenwriting, art direction, design briefs, brand identity, naming, taglines, image generation prompts, video scripts, and creative ideation. Where imagination meets prompt structure.

Chapter 7 — Coding & Technical Code generation, code review, debugging, refactoring, architecture, API design, database schemas, security review, DevOps, testing, technical documentation, and engineering leadership. Built for both developers and technical-adjacent professionals.

Chapter 8 — Communication & Relationships Difficult conversations, conflict resolution, negotiation, feedback, performance reviews, apologies, persuasion, executive presence, public speaking, professional

communication, and personal relationships. The prompts you wish you had before the meeting.

Chapter 9 — Personal Productivity & Life Time management, prioritization, decision-making, habit formation, goal setting, career planning, financial planning, health and wellness, travel planning, life design, and personal operating systems. Applied to the actual life you are living.

Chapter 10 — Industry-Specific Power Prompts Specialized prompts for real estate, healthcare, legal, finance, education, e-commerce, consulting, marketing, sales, manufacturing, hospitality, and other domains. When generic prompts fall short of professional standards, these go deep.

Chapter 11 — Advanced Prompt Engineering Chain-of-thought, few-shot prompting, prompt chaining, system prompts, role stacking, constraint engineering, output formatting, self-critique loops, multi-agent workflows, and meta-prompts. The techniques that separate power users from casual users.

Appendix G: The 12 Essential Prompt Principles

Master these twelve principles and you will not need a prompt library—you will write better prompts than anything you could find in one. Every prompt in this book applies some combination of these. Once you internalize them, you can build prompts for situations no one anticipated.

1. Context First

Give the AI what it needs to understand your situation before asking the question. Role, goal, constraints, and relevant background—front-load this information. The AI cannot read your mind, and context is the gap between what you know and what it has to guess.

2. Assign a Role

Tell the AI who to be. “As a senior product manager…” or “You are a skeptical investor…” shapes perspective, tone, and priorities dramatically. The more specific the role, the more domain expertise the model brings to the response.

3. Specify the Output

Describe exactly what you want: format, length, structure, tone, what to include, what to exclude. Vague requests produce vague outputs. “Write a blog post” is weak; “Write a 1,500-word SEO blog post with H2 subheadings every 300 words” is strong.

4. Use Constraints

Constraints do not limit creative output—they direct it. Word limits, style requirements, and excluded topics all produce more precise results. “Do not use jargon” and “Keep it under 200 words” are the secret weapons of professional prompting.

5. Request Reasoning

Ask the AI to show its work before giving a conclusion. Chain-of-thought prompting produces more accurate and more trustworthy output, especially on complex reasoning tasks. “Think through this step-by-step before answering” is one of the highest-leverage additions you can make.

6. Iterate Deliberately

The first output is a draft. The skill is in how you iterate: add specificity, push for depth, request alternatives, or ask for self-critique. The best results come from two or three rounds of refinement, not from getting the prompt perfect on the first try.

7. Steel-Man Alternatives

When you need balanced thinking, explicitly ask for the strongest version of positions you disagree with. Do not ask for a summary of the other side—ask for its best argument. This is how you avoid the AI just confirming what you already think.

8. Define Success

Tell the AI what a great output looks like before it generates anything. Defining the standard in advance produces outputs that meet the standard. Think of it as briefing a contractor: the clearer the spec, the closer the result to what you wanted.

9. Ask for What's Missing

After any output, ask: "What am I not asking about that I should be?" or "What did you leave out?" The most valuable output is often what was not requested. The AI sees gaps you did not—if you give it permission to flag them.

10. Verify High-Stakes Claims

AI is confident when it is wrong. Any statistic, fact, or specific claim in a high-stakes output should be verified independently before you rely on it. Hallucination is the single biggest failure mode—design your workflow around it instead of pretending it does not exist.

11. Separate Tasks

Do not ask for everything in one prompt. Structure complex tasks as sequences: analyze first, then recommend, then draft. Each step benefits from the last. A long chained workflow produces dramatically better output than a single mega-prompt trying to do it all.

12. Build Reusable Systems

The best prompts become templates. When you find a prompt that produces consistently excellent output, document the structure and the variables—that is a system, not a prompt. Over time, you build a personal library tuned to your work, and your prompts get better every month.

About the Author

Adrian Vael is a business strategist, technology writer, and AI practitioner with over a decade of experience at the intersection of emerging technology and organizational performance. He has advised companies ranging from early-stage startups to established enterprises on how to deploy AI tools effectively—not as a technology exercise, but as a strategic capability.

His work focuses on the practical: how to integrate AI into real workflows, how to develop teams that use AI thoughtfully, and how to build the judgment that separates effective AI users from those who rely on the technology as a shortcut rather than a lever.

The AI Prompt Bible represents his most systematic attempt to document the prompting principles and techniques he has developed and refined across thousands of real-world applications. The goal has always been the same: to give readers not just the prompts, but the understanding behind them.

Adrian is the author of the AI Toolkit Series, a comprehensive collection of practical guides for professionals applying AI to their work—each volume tailored to a specific profession, industry, or use case. He focuses on what works: prompts that have been tested, refined, and proven to produce professional-grade outputs in real-world workflows. The goal is never the theory of AI; the goal is the result on the screen.

For the complete catalog of titles in the AI Toolkit Series, search "Adrian Vael" on Amazon.